



# Cleanway

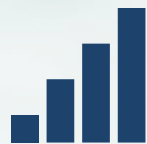
A "made in Greece" company, producing highly regarded personal care and household care products for national and international markets

# Mission statement

**Mission:** to deliver high-quality products that **combine performance with outstanding value.**

**Vision:** satisfy customers, consumers and employees, having ethics, wellbeing and sustainability as the three pillars of corporate conduct

**35 years in the market – excellent reputation – credible cooperations**



# History and Milestones

**1987: Founded** by two chemists, with a previous 10 year experience in the chemical industry

**1994:** Cleanway entered the Greek **super market chains** (Galaksias, Atlantik) with **PL products**

**2002:** Collaboration with the **international retailer** Carrefour started

**2002:** Production facility expanded and moved to Inofyta to **new factory**

**2004:** **ISO9001** certified

**2006:** Fabric softener products were named “**best in Europe**” by Eurofin (French testing lab)

**2010:** Cleanway entered the **cosmetics** sector

**2012:** Through **R&D** activities, cosmetic products were developed under the brand **TANGO**

**2014:** Certified with **ISO22716** for cosmetics

**2015:** TANGO body milks got an **award** from a Greek consumers body

**2017:** Certified with **ISO14001** for environmental management systems

**2018:** **Exports** to Africa, Business trip in China, participation in **COSMOPROF**, the biggest cosmetics fair in the world.

**2019:** **Major chains** carrying products are: AB (Delhaize Group); Makro C & C, OK-Market; Market-in; Jumbo

**2020:** Cleanway was awarded a European **R&D fund** for sunscreen. **Herbellis** effectiveness proven by **clinical trial**

**2021:** Herbellis launched in **Canada** and Penelope in **Cyprus**

**2022:** Penelope awarded as ‘**Best Emerging Cosmetics Product**’ by **Global Beauty and Wellness Awards**

**2023:** Penelope, entered **DM in Croatia**



# Products and brands

A portfolio of more than **980 SKUs**

More than 20 brand names, own and **private label** (PL)

- Complete **home care**: for household, laundry, kitchen, disinfectants
- **Ecolabelled** detergents and cosmetics
- **Professional** products for household and personal care

Questo Solero



Eco products with active ingredients from renewable natural sources



# Products and brands

A portfolio of more than **980 SKUs**

More than 20 brand names, own and **private label** (PL)

- Complete **personal care**: for face, hair, skin, sun protection, baby care pet care, tattoo care



# Clients that trust us

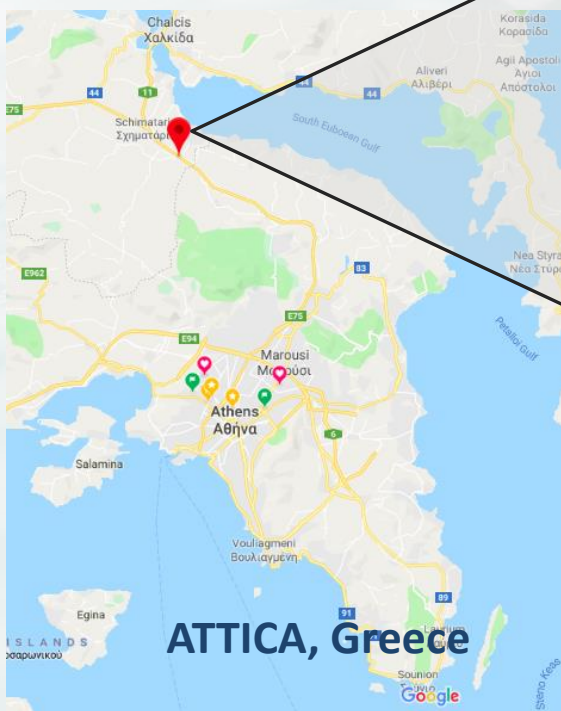
- **>900 customers** wholesalers and retailers in Greece and internationally
- Acknowledged by the **biggest national** and big **international retailers**





# Strong R&D and own Facilities

- **Own R&D with 40 years** experience. Highly qualified chemists, chemical engineers, and biologists of doctorate level, have developed the **whole** portfolio which is **continuously expanding**
- Production facilities located on **8 acres** of company owned property 55Km north of Athens



➤ Collaborations with acknowledged **Research Institutes** e.g. the National Hellenic Research Foundation and with **specialised labs**



# Customisation based on market needs

- Flexibility
- Adaptability
- Fast decision making

Both for own brands and PL, for various product aspects (formulas, packaging type, volume etc)





# Excellence & Success stories

- **Certified** for Quality, Environmental Management and Good Manufacturing Practices for Cosmetics



- Global Beauty and Wellness Awards for Penelope body lotion :  
**'Best Emerging Cosmetic Product'** for 2022



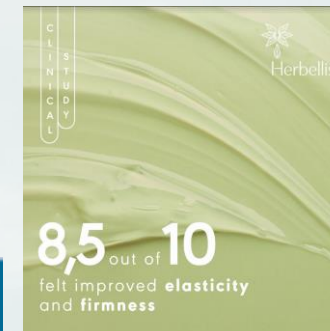
- Consumers **award** Tango body lotion :  
found to be **6 times better** than competitive market leaders



- **"The best** product among all European competitors" (EUROFIN lab, 2007, for Cleanway's softener)

- **9 out of 10** participants in clinical trial  
**recommend Herbellis** to other consumers

Report no. BIO 170-2 1928N02F-1



# Environmental Awareness

- **Ecodesign** based on Life Cycle Assessment (ISO14044:2006)



- First company in Greece to be certified with **EU ecolabel** for cosmetics and detergents



- **Partners of TÜV Austria Hellas** for the development of environmental claim certifications



- Winner of **EU Fund for circular economy** – use of antioxidant bioactives found in olive mills waste water

**CLEAN WAY**  **Antioxidant-loaded nanoemulsions for sun protection enhancement** **ECIS 2021**

Eleni Galani<sup>1</sup>, Maria Chatzidakis<sup>1</sup>, Vassiliki Papadimitriou<sup>1</sup>, Antonios Bonos<sup>2</sup> and Aristotelis Xenakis<sup>1</sup>

<sup>1</sup>Institute of Chemical Biology, National Hellenic Research Foundation, Athens, Greece  
<sup>2</sup>Cleanway Ltd., Oinofyta, Greece

(project code: T2EAK-03640)

- **Member** of Roundtable on Sustainable Palm Oil (nr: 9-4714-22-000-00)

- Formulations –eligible to be certified as '**NATURAL**'

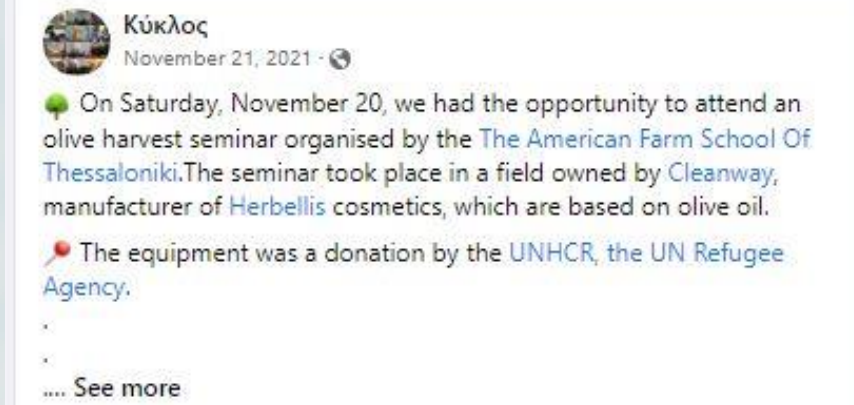


# Social Responsibility

-  Supporting **civil society organisations**
-  Supporting **animal welfare** organisations
- Cleanway is **UNESCO** awarded for social responsibility



Our Head of Sustainability volunteering at a donkey shelter





# Cosmetics brands - global outreach

- All based on Greek natural ingredients,  
mainly **organic extra virgin olive oil**



**Herbellis: Premium** face care for **a complete ritual of youth**. Visible results for deep moisturization, revitalization, radiance, antispot, antiaging and firming action.

- **>92% natural** ingredients and the best of biotechnology
- **2 years of R&D** bring Nature and Science Forward
- **Clinical trial** proves effectiveness. **9 out of 10** recommend Herbellis

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**PeneloPe: Globally awarded** bath line with donkey milk and more than **97% natural ingredients**

Shower gels, body lotions, solid soap, hand and body creams.  
Soothing sense, inspired from Greek countryside

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**Tango: Value for money** complete care for face, body and hair

Face creams, shower gels, body lotions, body butters, hair shampoos etc in a variety of lovely aromas, with excellent long-lasting sense **and verified quality**



Nature's ritual of youth enabled by science

positioned next to:

- ✓ Vichy,
- ✓ La Roche-Posay,
- ✓ Shiseido





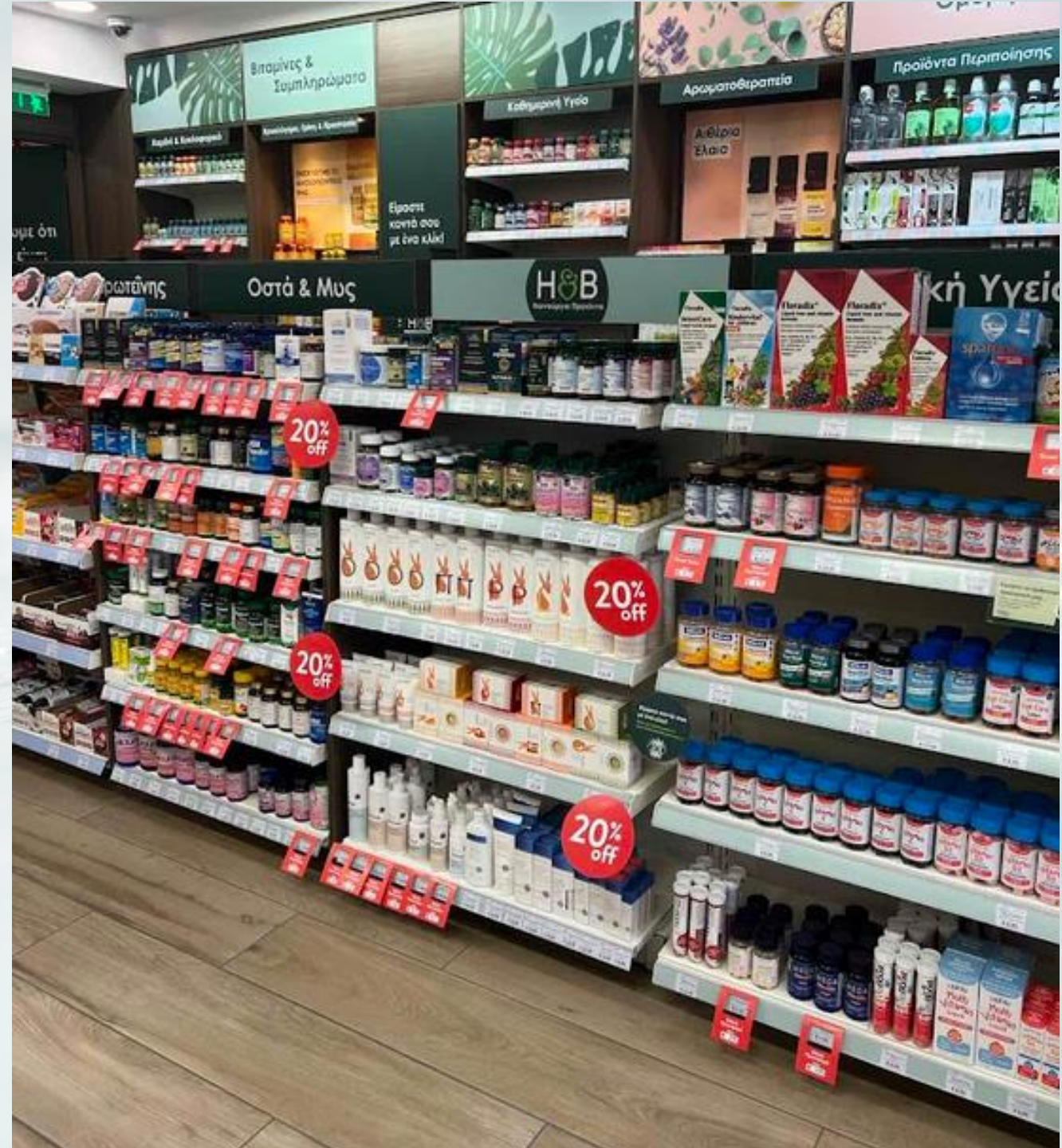


Velvety care

with the wisdom & purity of Greek nature

positioned next to:

- ✓ Weleda
- ✓ Dr Organic







## Silky skin and passionate scent

positioned next to:

- ✓ Nivea
- ✓ Korres





# We support with promotion and marketing:

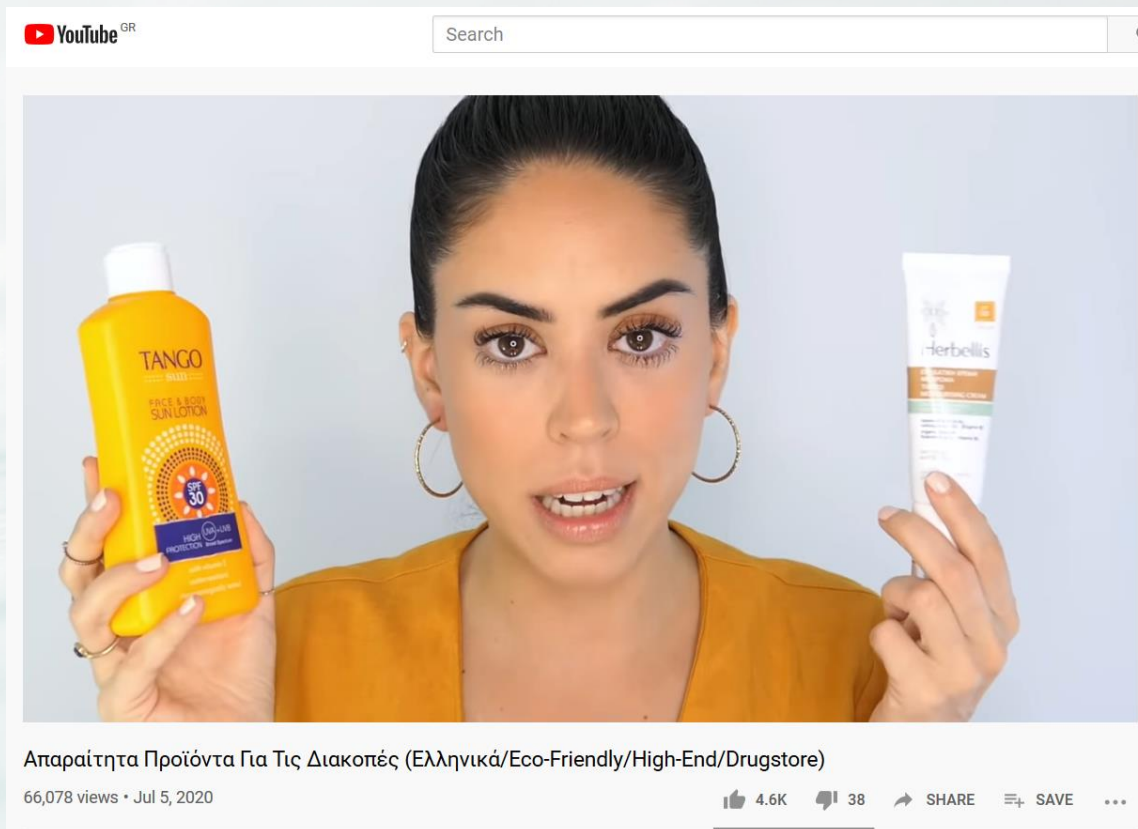
Price promotions, giftpacks, sachets, over the counter stands, self talkers, leaflets, social media, banners





# Market feedback and testimonials

Make-up **artists and influencers** talk\* about Tango and Herbellis (\*unsponsored) :



<https://www.youtube.com/watch?v=BnVuzn1BzhY>

<https://www.youtube.com/watch?v=MOJkYfa9J4U>



**COSMOPROF**  
WORLDWIDE BOLOGNA



# Cleanway

- ✓ Excellent **quality** at the right price – **Value**
- ✓ Internal **R&D** with 40 years of experience – **Innovation**
- ✓ Excellent **reputation** and continuous presence for 30 years in the market – **Credibility**
- ✓ **Wide range** of products for domestic & export – **Flexibility**
- ✓ Limited bureaucracy and **fast decision-making** process - **Entrepreneurial**



# The **Cleanway** to science for your wellbeing

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[www.herbelliscosmetics.com](http://www.herbelliscosmetics.com)

[www.Penelope-care.com](http://www.Penelope-care.com)



EN ISO9001:2015



EN ISO14001:2015



EN ISO22716:2007