



ENLIGHTENED
CLEAN

EC30 Personal and Household Cleaning Products from P&G Cut Carbon Emissions by Up to 50% — Thanks to Amazing Liquid-Free Fiber Technology



INDIVIDUAL
FIBER LAYERS



IMAGINE:

Pads small enough to fit in the palm of your hand for all personal and household cleaning needs.

Each pad uniquely formulated for the cleaning job it performs, from hand soaps, body washes, shampoos and conditioners to laundry detergent and toilet cleaner.

It's all made possible by a recent breakthrough that enables us to integrate the same high-quality active cleaning ingredients found in our other Procter & Gamble products onto a lightweight dissolvable "fiber."

EC30 TRAD.
LIQUIDS



VS.

LUXURIOUS,
THICK LATHER



ULTRA
LIGHTWEIGHT

JUST ACTIVATE WITH WATER
WHEN YOU'RE READY.

Integrating these active ingredients directly onto a fiber enables us to finally create sustainable cleaning products with a carbon footprint that is up to 50% smaller. The key is what you won't find in EC30....

ZERO WATER: Means lightweight and compact to reduce emission from shipping. Also removes the Liquid stabilizers, fillers and preservatives from traditional liquids creating less emission from ingredients.

ZERO PACKAGING WASTE TO LANDFILL: Easily recyclable. No Plastic Bottles



Yet EC30 is more than just a sustainable cleaning alternative, it's the performance you expect from P&G! Compare the thickness of EC30 Laundry with other solid sheets. That's what gives us superior stain fighting power. Watch the luxurious moisturizing lather created from a single body wash swatch vs a liquid. Marvel at the magic of our foaming EC30 toilet bowl cleaner, **one box of which is equivalent of up to 4 bottles of traditional liquid**, but a lot more fun to use!

It makes sense that the next revolution in cleaning comes from P&G. After all, we've been revolutionizing cleaning technology for 184 years. But today the challenge was to give consumers lower environmental impact, without sacrificing the dependable performance consumers expect.

This is just the beginning. EC30 is on a Journey, committed to reducing CO2 emission even further, and challenging ourselves to stretch this incredible technology across more of the products our consumers use every day.

WE HOPE YOU WILL JOIN US ON OUR JOURNEY TO CARBON NEUTRAL CLEANING.



EC30CLEAN.COM



THE FUTURE OF
CLEAN IS HERE

