BETTER LIFE



From <u>BetterLife</u> website: "All Better Life cleaning products use agents which are free of petrochemicals and ethoxylates; the power behind our green cleaners comes directly from plants and vegetation that Mother Nature provides. This means all Better Life natural cleaners rapidly biodegrade. In fact, all Better Life green cleaning products far exceed both U.S. and European biodegradability standards. Cleaning with Better Life products means that you are using safe cleaners that are free of volatile organic compounds (VOCs), sulfates, and other chemicals which are irritants to the skin and respiratory system."

Properties list:

end-user packaging
range of products
new product
homecare products
labels and sleeves
flacon
identity by pictograms
plastics
contemporary
ironic
unusual visual association
identity by illustration
identity by system of colour
identity by colour

Reference: http://www.cleanhappens.com/index.html

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