

bio^D

CLEANING
PRODUCTS
THAT DON'T
COST THE
EARTH






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LET'S BEGIN BY OUTLINING A BIG GOAL OF OURS

“ If everyone in the UK used Bio-D laundry products, 67% less water would be required to purify the water through sewage treatment plants - thanks to the natural ingredients we use. That's a staggering 51,030,000,000,000 litres of water saved every year - the equivalent of 2.5 million litres of water or one Olympic-sized swimming pool - per household!



It's often all too easy for us to look towards the commercial world of manufacturing and see it as a ruthless 'monster' causing enormous damage to the environment and humankind through its processes.

While some manufacturers are better than others (something we'll get onto shortly!), it is in fact us as consumers who discharge more harmful ingredients into sewers than those who manufacture them - through daily use of products such as washing up liquid and fabric softeners. It is therefore consumers who can make the most difference via their purchasing power.

At Bio-D, we are not superheroes, but we do like to think we can help consumers contribute to a healthier, more sustainable planet. For more than 25 years, we have been creating household products that are natural, effective and kind to our planet. Read on to find out more about who we are and what we do.

OUR PROMISE TO YOU

We promise to make products that are safe and healthy to use, are kind to the environment and are effective at the job they were designed to do.

We use only naturally derived ingredients and we provide a 100% hypoallergenic range, exclusively using pure essential, natural oils.

We conform to BSEN1276, which means that selected products conform to the highest food grade specification.

WE REMAIN INDEPENDENT...

This is really important to us. We make fantastic cleaning products for our customers, not for profit-focused shareholders.

We promise to continue to make market leading products that don't cost the earth. We live by our 'three E's':

ENVIRONMENTALLY RESPONSIBLE
ETHICALLY CONSCIENTIOUS
EFFECTIVE



HOW THE BIO-D STORY STARTED

IN THE 1980S, OUR COMPANY FOUNDER MICHAEL BARWELL'S JOB WAS TO HELP MAINTAIN AND CLEAN COMMERCIAL SHIPS.

To carry out his job properly and adhere to health and safety protocol, he was required to wear full personal protective equipment, including a respirator. He looked at the ingredients of the products he used at work, then looked at the ingredients of the products he used at home and realised that they were just too similar.

As a member of Greenpeace he felt he could no longer operate a business that was discharging potentially harmful chemicals into our watercourses. As a husband and father, he was concerned about the effects these products might be having on the people using them. These factors inspired him to found Bio-D in 1989.

Michael has since retired. Lloyd Atkin, now owner of the business, has worked with Bio-D since 1996 and was instrumental in developing the current range of Bio-D products and is carrying on Michael's legacy.



MADE IN BRITAIN, 100%

BY US

Every one of our product boxes, sprays, hand pumps and bottles contains 100% of our very own product, which is all made in our factory in the UK, by us and no one else.



This means we know all of our products are only ever produced to the very highest quality and meets the standards required by the associations, organisations and governing bodies we work with, in order to continue to deliver class leading products.

We have 100% traceability on all of our ingredients so we always know what is going into our products.

We are not a huge blue chip company with lots of different business interests around the world; we're not owned by an investment company either. We're privately owned, which means we make fantastic cleaning products for our customers and not for profit-focused shareholders.

WE LEAVE ALL THE HORRIBLE STUFF OUT

“ As the saying goes, ‘it’s what’s on the inside that counts.’ We are very proud of our ingredients.

Let’s take a look at what we leave out, yet many leading brands leave in.

~~X~~ **GMO / SMO**

~~X~~ **BLEACHES &
CHLORINE**

~~X~~ **TRICLOSAN**

~~X~~ **SYNTHETIC
FRAGRANCES**

~~X~~ **PHTHALATES**

~~X~~ **MIS**

For a full list of what we DON'T use, and to understand the effects of these ingredients on humans and the planet, please see 'the big list' towards the back of this booklet.

100% OF OUR RANGE IS HYPOALLERGENIC

ALLERGIES ARE A GROWING PROBLEM IN MODERN SOCIETY. REGULAR EXPOSURE TO UNNATURAL CHEMICALS HAS LED TO CASES OF ASTHMA, RHINITIS AND ECZEMA TRIPLING IN THE LAST 20 YEARS.

Allergy is the most common chronic disease in Europe. Up to 20% of patients with allergies struggle daily with the fear of a possible asthma attack, anaphylactic shock, or even death from an allergic reaction (EAACI, 2016).

The UK has some of the highest prevalence rates of allergic conditions in the world, with over 20% of the population affected by one or more allergic disorder. (M. L. Levy, 2004)

All of the products we manufacture are hypoallergenic, which means they are much kinder to those with sensitive skin. We are the only producer that offers this through all of the products we manufacture.



"I have tried almost every washing liquid in the search for something which cleans but doesn't aggravate my son's eczema. Bio-D is the best"

Submitted by Sue P 23rd June

100%

NATURAL PLANT-BASED INGREDIENTS

We only use ingredients that are naturally derived or plant-based. They have to come from an ethical, sustainable source.

We conform to BS EN 1276 whenever appropriate, with products that help to control traces of E.coli, Salmonella and MRSA.

All of the products we manufacture are hypoallergenic, which means they are much kinder to those with sensitive skin. (We are the only manufacturer with a 100% hypoallergenic range.)

Using only natural ingredients means that our products biodegrade faster than the EU standard requirement - as we said at the start, we need to use 67% less water to purify the waste from our laundry products.

Reduce, Reuse, Recycle



REDUCING PRODUCT SIZE, NOT THE PUNCH IT PACKS

Our packaging may be smaller, but our products go a long way. Where we can, we make concentrated products, which reduces packaging size but does not reduce the effectiveness of the product.



REUSABLE REFILL SYSTEMS

Household waste in the UK amounts to more than 21 million tonnes a year. We would like to contribute to reducing this figure. We offer a choice of refill systems in our range which means that you can use significantly less packaging.



OUR PRODUCT RANGE IS RECYCLABLE

In the UK, we currently recycle around 44% of our waste; the UK target for 2020 is to recycle at least 50%. We are proud to say that not only is our packaging recyclable, we are now using packaging from 100% post-consumer waste reducing the amount of virgin material that enters the market.

WE CONTINUE TO DO THE RIGHT THING

PRICING POLICY

We want to deliver a market leading quality product at affordable prices. We don't want people who want and need our products to be priced out of the market. We check our prices against our competition, making sure that our prices are affordable while delivering the highest quality product.

REPUTABLE SOURCES

All our ingredients are from reputable sources. We are a member of Sedex and follow our own strict fair trade policies. All ingredients have full traceability.

ABSOLUTELY NO ANIMAL TESTING

We do not test our products on animals, with raw materials having a fixed cut-off date which is the most ethical standard available. We are also an active member of Cruelty Free International.

ENVIRONMENTAL POLICY

We are accredited with ISO 14001 standard. Less than 1% of companies in the UK meet this standard. We put environmental management at the heart of our operations to achieve sustainable success. This shows the way we operate is just as important to us as what is in our products.

OUR PRODUCTS ARE FULLY INCLUSIVE

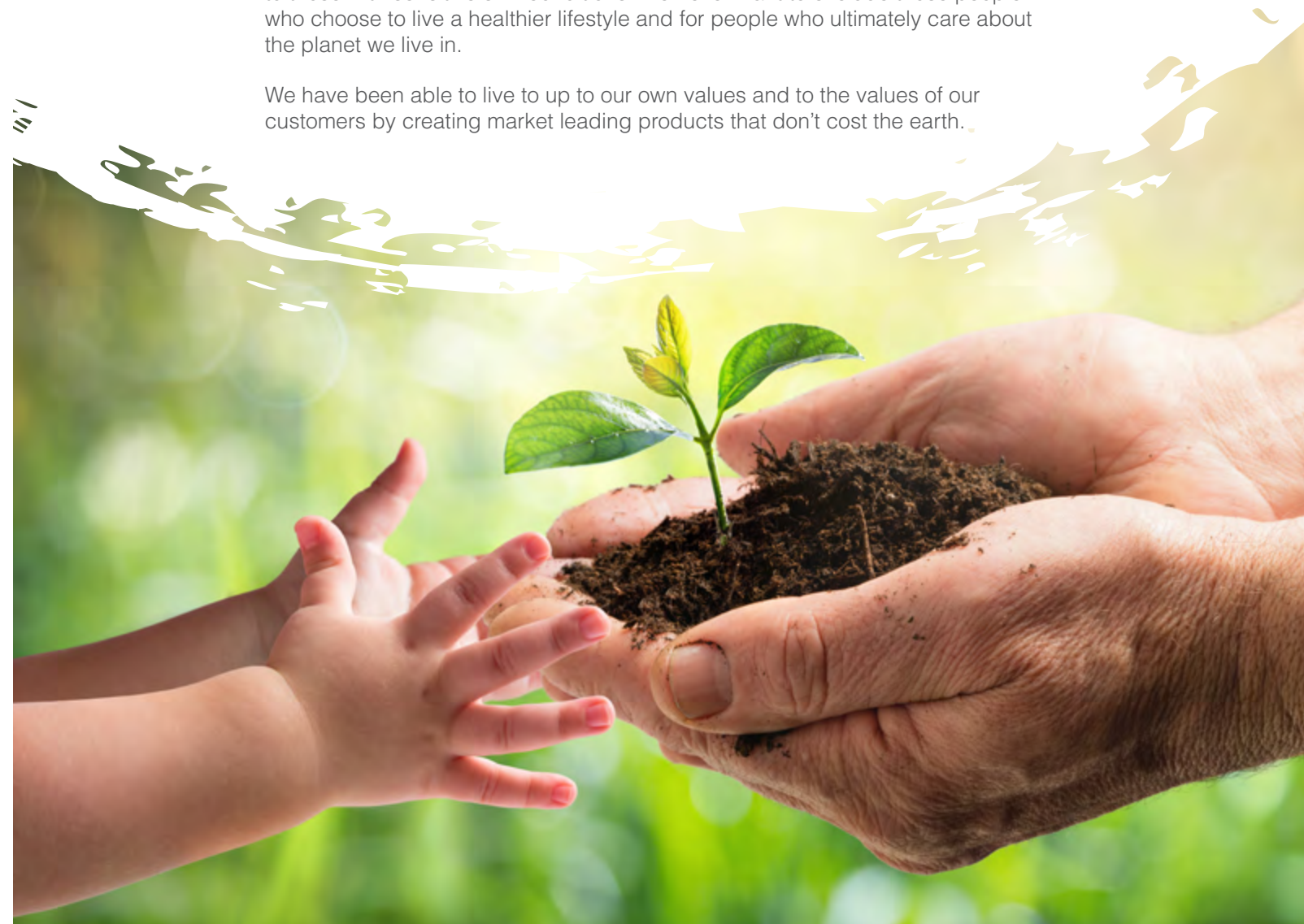
Our 100% natural, plant-based products means consumers with strong beliefs regarding animal welfare can use our products without concern. We are a member of the Vegan Society and follow their strict vegan guidelines: customers can be confident in their purchase when they see the Vegan Society logo on our labels.

WE REALLY DON'T COST THE EARTH

IT WAS NEVER OUR INTENTION TO CREATE A PREMIUM BRAND ONLY ACCESSIBLE TO THOSE WITH THE EXTRA INCOME TO AFFORD LUXURY.

There are brands on the market that use ingredients that cause harm, especially to those with sensitive skin conditions. We never want to exclude those people who choose to live a healthier lifestyle and for people who ultimately care about the planet we live in.

We have been able to live up to our own values and to the values of our customers by creating market leading products that don't cost the earth.

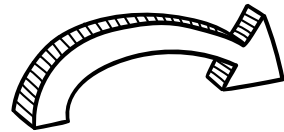


WE CONTINUE TO INNOVATE

AT THE HEART OF IT ALL, WE WANT TO DO THE RIGHT THING! THE RIGHT THING FOR THE PLANET AND THE RIGHT THING FOR EVERYONE INVOLVED IN OUR PRODUCTS.

And the right thing can always be improved... it can always be 'righter'. So we continue to innovate: to make our products more effective, to improve our packaging and to make sure our products continue to be accessible for everyone.

“ All of our laundry and 750ml household cleaning bottles are produced with 100% UK post consumer waste plastic and are all recyclable.



THE KEY INGREDIENT IN ALL OUR PRODUCTS IS QUALITY

BRC GLOBAL STANDARDS IS A MARKET LEADING GLOBAL QUALITY CERTIFICATION PROGRAMME THAT HELPS BUILD CONFIDENCE IN THE SUPPLY CHAIN.

Its standards for Food Safety, Packaging & Packaging Materials, Storage & Distribution and Consumer Products set the benchmark for good manufacturing practice, and help provide assurance to customers that products are safe, legal and of high quality.

We are certified to the BRC Global Standard for Consumer Products. With a commitment to consumer safety, the BRC standard ensures safe, effective and compliant products that meet the requirements of legislation, distributors and consumers.

With monthly internal audits, management involvement, increased due diligence with suppliers, and risk assessments on products and processes you can be assured that our goods are supplied to a consistent high quality.



IN THE PRESS

We don't do it for fame and glory... but it's nice to get some recognition every now and again!




Ethical Consumer magazine highlighted Bio-D in several of their 'Best Buy' categories – a huge stamp of approval from this highly-respected publication.



We are increasingly featured in national and regional media - look out for us in publications such as Vegetarian Living, Vegan Life, The Green Parent and many more.

Going Digital

Our social media platforms keep our customers updated on innovations, accreditations, stockist information and relevant news articles and events.

-  The Bio-D Company Ltd
-  @thebiodcompany
-  @biodegradable.biz

OUR AWARDS

We are regularly recognised for our quality products and business practices, winning a wide range of accolades including:

Made For Mums Award

The hugely-popular MadeForMums website tests thousands of parenting products each year to provide the best, most honest, comprehensive and useful parenting reviews. Nappy Fresh scooped the Silver Award in their 'Family household product under £10' category.



Your Healthy Living Awards

Our Fragrance Free Laundry Liquid won 'Best Eco Product' in the Your Healthy Living Magazine Awards, voted for by readers.



TheBusinessDesk.com – Small Business of the Year

We were awarded the weighty accolade of best small business in Yorkshire by respected business news site TheBusinessDesk.com, beating off some big-name competition throughout the county and reflecting our recent expansion.

WHAT OUR CUSTOMERS SAY MEANS THE MOST TO US

NON-BIO LAUNDRY LIQUID:

"Great product, works really well, leaves my clothes feeling softer than normal detergents & even towels which I wash without conditioner are less stiff but very absorbent. Ethical & efficient, will keep using this for now on"

Submitted by Beverley H on 23rd November 2016.

NON-BIO WASHING POWDER:

"Is by far the best product on the market for washing clothes. I recommend this product to any one who has a problem with their skin and anyone who suffers with food intolerance and many other problems. I always recommend this to my clients for improving health and reducing the chemical overload on the body. I have tested many different washing powder/liquids and conditioners on my clients and Bio-D always comes out on top."

Submitted by Ian Sheppard on 4th June 2016

CONCENTRATED WASHING UP LIQUID:

"I love this stuff - my hands used to get really dry and cracked with conventional washing up liquid but not so with this. It is also lovely and sudsy and a much better degreaser than other regular washing up liquids I've tried. I add essential oils to make it smell to my taste which works a treat. Will definitely keep buying this!"

Submitted by Katie on 27th August 2016

LIME AND ALOE VERA HAND WASH:

"I just love this hand wash. I raw feed and so I'm constantly washing my hands and need it to be sanitising as well. Conventional hand washes always leave my hands dry (we're not in a hard water area) but this doesn't. It's safe to use as many times as you want and seems to do the sanitising trick - I couldn't be without it now. Oh, and I LOVE this smell "

Submitted by Shannon on 21st May 2015



"Bio D products are popular with both our staff and guests. We take environmental responsibility very seriously and we know our guests do too as we often receive positive comments about the products being in our holiday lodges"

Sarah - South Downs Lodges



WORKING WITH ORGANISATIONS THAT MAKE A POSITIVE DIFFERENCE



“Putting environmental management at the heart of operations to achieve sustainable success. This international standard helps [organisations] reduce environmental impact as well as grow business.”

- “By purchasing products registered with the Vegan Trademark, you are investing in the future of a market which is free from animal products and free from animal testing, which in turn has the potential to save the lives of millions of animals around the world.”
- “Cruelty Free International works to end animal experiments worldwide. A company which adheres to a fixed cut-off date (as required by the Humane Standards) does not allow animal tests for any of its finished products, ingredients or formulations after a set date.”
- “The Ethical Consumer Magazine Best Buy Label is only awarded to those products whose environmental and ethical record warrant it.”
- “The instantly recognisable logo for the Allergy UK endorsement gives a clear indication that the product has been scientifically tested to a protocol developed by a panel of international allergists and scientists. It is therefore proven to reduce/remove the allergens shown or that the product has significantly reduced allergen content. This is immensely reassuring to sufferers of allergy, intolerance and sensitivities.



WHAT WE LEAVE OUT

THE **big** LIST

- **PHOSPHATES:** Used as water softeners and to improve cleaning, they can stimulate excessive growth of algae in the receiving waters. These algae often grow in such great numbers that the water becomes starved of oxygen, killing fish and plant life. This condition is known as eutrophication and exists in Lake Erie, North America. Lake Erie is practically devoid of all marine life.
- **E.D.T.A. (ETHYLENEDIAMINETETRAACETIC ACID):** This is sometimes used as a substitute for, but also in addition to, phosphates. It is a sequestering agent that attracts heavy metals such as lead and mercury, both of which have known carcinogenic properties. These heavy metals can eventually find their way back into water supplies and are extremely difficult to remove completely.
- **ENZYMES:** Enzymes are present in all living organisms. They can and do cause severe skin irritations and asthma attacks. In the manufacturing process, enzymes can be genetically engineered and have been known to cause pulmonary haemorrhaging.
- **OPTICAL BRIGHTENERS:** Used in laundry products to give an illusion of "whiteness", they attach themselves to fabric to reflect "white light". Clothes only appear cleaner. Optical brighteners are extremely difficult to biodegrade and can cause severe skin irritation. They can also cause mutations to microorganisms in receiving waters.
- **LANOLIN:** The wax secreted in wool-bearing animals. Lanolin for cleaning products is often sourced from the cheapest grade sheep stock, often in less health than food grade or medical grade stock. Products containing Lanolin are not suitable for vegans or those who have animal welfare high on their agenda.
- **METHYLISOTHIAZOLINONE (MI) AND METHYLCHLOROISOTHIAZOLINONE (MCI):** The preservatives MI and MCI are used in a wide range of shampoos, moisturisers and shower gels as well as make-up and baby wipes. But dermatologists warn people are being exposed to much higher doses than before, leading to a steep rise in allergies known as contact dermatitis where the skin becomes red and itchy and can sting and blister.
- **UREA:** Yes, in some products you will find animal urea (derived from urine). It breaks down chemical bonds in proteins and is cheap and plentiful in supply.
- **BENZISOTHIAZOLINONE (BIT):** Commonly used in everyday household items from cleaning products to paint for its preservative and biocidal qualities, BIT has been shown to lead to skin irritation and allergic contact dermatitis.
- **TALLOW:** An animal triglyceride derived from beef fat. Tallow required for cleaning products is usually sourced from intensively farmed animals as it is the cheapest source. Products containing Tallow are not suitable for vegans or those who have animal welfare high on their agenda.
- **TRICLOSAN:** Is a high production volume ingredient used as an antibacterial, often found in antibacterial liquid hand soaps. Triclosan was first registered as a pesticide and is known to be hazardous to humans through liver and inhalation toxicity. It interferes with muscle function and may also alter hormone regulation.
- **GMO / SMO:** Genetically or synthetically modified organisms are now being added to cleaning products, which replaces the requirement for the use of palm oil. There have been no independent safety tests to prove that these methods are safe on humans.
- **CHLORINE BLEACHES:** These are contained in conventional toilet cleaners, sanitisers, nappy powders, washing powders and dishwasher detergents. During the breakdown of these types of bleach, carcinogenic toxic substances are formed which are similar to the banned pesticide D.D.T.
- **PETROLEUM-DERIVED ADDITIVES:** Most conventional household cleaners contain petroleum-derived additives and detergents. They often break down incompletely and contain toxic impurities that are highly irritant, cause allergic reactions and can endanger plant and animal life.
- **CHEMICAL PLASTICISERS:** Added to soaps to make them softer and easier to machine mould.
- **PHthalates:** A type of chemical plasticiser commonly used in cleaning products alongside synthetic fragrances to make them last longer. They have been linked to a whole range of health problems ranging from asthma to cancer.
- **GLYCERIN OR GLYCERINE:** Unless specifically stated that it is from a vegetable source, glycerin/glycerine will be obtained from the rendered carcasses of dead animals.
- **SODIUM TALLOWATE:** Made from water, caustic soda and the rendered fat from dead animals.
- **SYNTHETIC DYES:** Make finished products more visually appealing.
- **SYNTHETIC PERFUMES:** Cheap substitutes for natural oils and essences.
- **TITANIUM DIOXIDE:** A colouring agent that enhances the opacity of products to make them look uniformly clearer. Causes pollution in water courses.



In addition to the ingredients listed, the following ingredients are found in the majority of conventional, propriety brands of soaps, toiletries and cosmetics. **We never use them.**



WELCOME TO OUR COMPLETE RANGE OF ETHICAL CLEANING AND LAUNDRY PRODUCTS.



WASHING POWDER

A non-biological concentrated washing powder for all hand and machine washing of all washable fabrics.



AVAILABLE IN: 1KG, 2KG AND 12.5 KG.



LAUNDRY LIQUID

A non-biological concentrated laundry liquid for hand and machine washing. Mixes instantly. Suitable for water temperature 30-90°C. Also available in Fresh Juniper and Lavender.



AVAILABLE IN: 1 LITRE, 5 LITRE, 15 LITRE AND 25 LITRE



FABRIC CONDITIONER

A natural and gentle conditioner for use in automatics, twin tubs and for conditioning delicate fabrics by hand, to leave laundry feeling soft and static free. Also available in Lavender and Fresh Juniper to delicately fragrance laundry.

AVAILABLE IN: 1 LITRE, 5 LITRE, AND 15 LITRE.



LAUNDRY BLEACH

An oxygen based sanitising in-wash whitener, odour and stain remover. Use in conjunction with Bio-D Washing Powder or Laundry Liquid to keep whites bright.



AVAILABLE IN: 400 G



NAPPY FRESH

A unique non-biological cloth nappy sanitiser and stain remover. Cleans, freshens, deodorises and sanitises all reusable textile nappies. (No boiling: just soak and rinse).



AVAILABLE IN: 500 G



ALL PURPOSE SANITISER

A fast acting, powerful, non-scratch sanitiser for use on sinks, work surfaces, paintwork, cookers, ovens and hobs. Kills 99.9% of harmful bacteria including Salmonella and E Coli. Tested to BSEN1276 and conforms to EHO requirements

AVAILABLE IN: 500 ML SPRAYS; 500ML AND 5 LITRE REFILLS.



MULTI SURFACE SANITISER

A fast acting, powerful non-scratch sanitiser for use on sinks, work surfaces, paintwork, cookers, ovens and floors. In concentrated form, tested to BSEN1276 and conforms to EHO requirements. Kills 99.9% of harmful bacteria, including Salmonella and E Coli.

AVAILABLE IN: 750ML, 5 LITRE AND 15LITRE.



HOME AND GARDEN SANITISER

A versatile concentrated sanitiser which cleans, disinfects and neutralises odours. Use on patios, paths, decking, driveways, greenhouses, water butts, waste bins, sinks and drains. Tested to BSEN1276 and conforms to EHO requirements. Kills 99.9% of harmful bacteria, including Salmonella and E Coli.

AVAILABLE IN: 750 ML, 5 LITRE AND 15 LITRE.



SANITISING HAND WASH

A gentle hand wash which effectively removes the grease and grime while leaving hands soft and supple. Kills 99.9% of harmful bacteria including Salmonella and E Coli. Tested to BSEN 1276 and conforms to EHO requirements. Available in Rosemary & Thyme, Germanium and Lime & Aloe Vera.

AVAILABLE IN: 500 ML AND 5 LITRE



BATHROOM CLEANER

A convenient bathroom and shower cleaner for use on glass, ceramics, perspex, chrome and most non-porous surfaces. Use regularly for effectiveness against limescale.

AVAILABLE IN: 500 ML SPRAYS AND 500 ML REFILLS.



FURNITURE POLISH

A versatile, concentrated polish to clean and enrich natural wood and veneer.

AVAILABLE IN: 500 ML SPRAYS AND 500 ML REFILLS.



GLASS AND MIRROR CLEANER

Ready to use, solvent free product for cleaning glass and mirror surfaces to give effortless, streak free results.

AVAILABLE IN: 500 ML SPRAYS AND 500 ML REFILLS.



TOILET CLEANER

A concentrated easy to use toilet cleaner that removes stains and limescale without the use of bleach. Will not affect safe working of cess pits and septic tanks.

AVAILABLE IN: 1 LITRE, 5 LITRE, AND 15LITRE.



WASHING UP LIQUID

A concentrated, environmentally responsible detergent. Tough on grease, gentle on skin. Also available in Pink Grapefruit

AVAILABLE IN: 750ML, 5 LITRE, 15 LITRE AND 25 LITRE



DISHWASHER POWDER

A concentrated ecological detergent for use in all automatic dishwashing machines.

AVAILABLE IN: 720g



DISHWASHER RINSE AID

High performance, cost effective additive for use in all types of dishwashing machines. Use in conjunction with Bio-D Dishwasher Powder.

AVAILABLE IN: 750 ML.

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MADE IN BRITAIN 100% BY US

**“ We believe it is possible to
have effective, natural and
safe cleaning products that
don't cost the earth.**

**You have nothing to lose, our
world has everything to gain.**

Thank you.

bio[®]

www.biodegradable.biz

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