



making eco-friendly and eco-safe products for over 30 years

ultra-concentrated

no volatile organics

dye free

carbon neutral manufacturing

hypo-allergenic

plant-based ingredients

100% biodegradable

no chemical preservatives

non-toxic

100% satisfaction guaranteed

Estimated Value



\$8040



Before Econcentrates



formulas contain up to 90% water - you're buying water!



you'll pay more than \$6,000, buying 160 gallons of unnecessary water, including about \$2,000 just to ship it



formulation and packing produces up to 400 lbs of toxic waste

retail products: MONEY DOWN THE DRAIN!

Check out the waste associated with retail products bought over a five-year period



discarded bottles and boxes take up 400 square feet of landfill space



manufacturing and shipping generate 20,000 lbs of greenhouse gases

With a **Conditioned Water** solution



each product is
custom formulated for
conditioned water



Made From the Finest
essential oils

Pure & Gentle products provide **EXTRAORDINARY ADVANTAGES**

*Adding conditioned water to Pure & Gentle Econcentrates
produces best-quality cleaning and personal care solutions instantly.*



feel good about using
conditioned water with
eco-superior non-toxic products
that are safe for your family,
pets and the environment



reduce your household's
carbon footprint by as
much as 20,000 pounds
of greenhouse gases



more about
Pure & Gentle

Hypo-Allergenic
Laundry Soap

A Burst of Scent that you
pick and love or just go scent-free

Brilliant Clean in every
wash load and removes allergens
from your washables

Just add conditioned water



to **Replace 120** 16 ounce
Bottles of natural Laundry Soap



NO Dyes **NO Phosphates**
or Colorants or Builders



Hypo-Allergenic

Automatic Dish Soap

**Sparkling Dishes
and Glasses** *every time*

Dissolves tough food particles with just
One -Teaspoon

Just use in conditioned water

to **Replace 25** 60 ounce
Bottles of natural **Automatic Dish Soap**



NO
Chlorine



**NO Dyes
or Colorants**



**NO Petroleum
Chemicals**



Hypo-Allergenic
Dish Soap

Clean Sparkling Dishes

every wash

Gentle on Your Hands

just add conditioned water



to **Replace 40** 16 ounce
Bottles of natural Dish Soap



NO volatile
chemicals



NO Dyes
or Colorants



NO Petroleum
Chemicals



Hypo-Allergenic
Hair Shampoo

Honey, Vitamin E and Wheat Protein
leaves **Hair Soft and Silky**

Great for all types of **Hair**

Just add conditioned water



to **Replace 20** 16 ounce
Bottles of natural Hair Shampoo



NO chemical
preservatives



NO Dyes
or Colorants



NO
Diethanolamine



Hypo-Allergenic
Hand Soap

Enriched with **Aloe Vera,**
and **Vitamin E**

Leaves hands feeling
Smooth and Soft

Just add conditioned water



to **Replace 20** 16 ounce
Bottles of natural **Hand Soap**



NO chemical
preservatives



NO Dyes
or Colorants



NO
Diethanolamine



Hypo-Allergenic
Body Shampoo

Soothing Natural
body treatment

Nourish Your Skin with **Olive Oil**
Arnica Oil and **Vitamin E**

Just add conditioned water



to **Replace 20** 16 ounce
Bottles of natural **Body Shampoo**



NO chemical
preservatives



NO Dyes
or Colorants



NO
Diethanolamine



Hypo-Allergenic
Oatmeal Bar Soap

Made From **Coconut Oil,**
Palm Oil and **Oatmeal**

Renew Your Skin
and **Gently Exfoliate**

Just use in conditioned water

Replaces 60
Oatmeal Bath Bars



NO chemical
preservatives



NO Dyes
or Colorants



Hypo-Allergenic
Glycerin Bar Soap

Hand-Made From **Olive Oil,**
Vitamin E and Skin
Soothing Arnica Oil

Your skin deserves **The Best**

Just use in conditioned water

Replaces 20
Glycerin Facial Bars



NO chemical
preservatives



NO Dyes
or Colorants



Hypo-Allergenic

All-Purpose Cleaner

Powerful **Natural Cleaner**
made from **Orange Oil**

One product-
Hundreds of Uses

Just add conditioned water



to **Replace** 640 16 ounce
Bottles of natural **Cleaner**



NO Harmful
Chemicals



NO Dyes
or Colorants



NO Volatile
Chemicals



Hypo-Allergenic
Deodorizer/Cleaner

Tough on *Both*
Odors and Grime

Laboratory tested to **Clean** and
Deodorize on Contact

Just add conditioned water



to **Replace 320** 16 ounce
Bottles of natural **Deodorizer**



**NO Harmful
Chemicals**



**NO Dyes
or Colorants**




**NO Volatile
Chemicals**



HIGH VALUE

Quality Concentrates

Just Add Conditioned Water

=  **3,840** Makes 3,840 WASH LOADS
Loads of Laundry (**120**- 16 oz. Bottles)



40 packs
Dish Soap



Deodorizer
Cleaner



20 packs
Body Shampoo



Makes 40 16 OZ. BOTTLES (over 640 oz. of dish soap)



Makes 320 16 OZ. BOTTLES (over 40 gallons)



Makes 20 16 OZ. BOTTLES (over 320 oz. of body shampoo)



20 packs
Body Shampoo

=



Makes 20 16 OZ. BOTTLES (over 320oz. of shampoo)



All-Purpose
Cleaner

=



Makes 640 16 OZ. BOTTLES (over 80 gallons)



Glycerin
Facial Bar

You Get
20
Soap Bars



Oatmeal
Body Bar

You Get
60
Soap Bars



Automatic
Dish Soap

=



950

Makes 950
DISH LOADS

Dishwasher Loads (160 oz.)



20 packs
Hand Soap

=



Makes 20 16 OZ. BOTTLES (over 320 oz. of hand soap)

Recipient of the Champion Safer Detergent Stewardship Initiative award.

This is the United States Environmental Protection Agency's (EPA) highest award given for environmental stewardship.



No animal products and
no animal testing.
Verified as cruelty free



Registered and verified as a
Climate Leader
by The United States EPA.



Registered with the
US Food and Drug Administration



Registered as USDA Certified Biobased
Product and active participant in the
USDA BioPreferred program.



Registered with the
United States EPA.



Carbon- Neutral manufacturing
facility using non-polluting
ingredients



Pure & Gentle



Ingredients

Pure & Gentleour name says it all!

A healthy lifestyle begins with a clean healthy environment.

Pure & Gentle products are made from pure **natural** ingredients that are gentle on people, pets and the planet.

Pure & Gentle is committed to producing products that work exceptionally well without harsh chemicals, fumes or residue.

What does "natural" mean?

Natural home and personal care products should contain: natural ingredients, avoid any ingredients with suspected human health risks, use no animal testing and use biodegradable ingredients along with environmentally sustainable packaging. Pure & Gentle is proud that all of our products meet these standards and have passed a rigorous certification process — with more to follow.

Natural ingredients are more expensive than the harsh chemicals that are used in retail home and personal care products. This is why our products have a higher value than store-bought. Load for load, spritz for spritz, wipe for wipe and shampoo for shampoo, you'll find that Pure & Gentle products perform exceptionally well as compared to traditional products without the associated health and environmental risks. That might explain why more and more people have been using our awesome products!

formulas for success

The formula for success with Pure & Gentle first starts with 30 years of technical know-how in personal care and home care personal products. Add naturally derived ingredients and you end up with exceptional performing products that make for a clean, healthy environment for you and your family.

putting the “pure & gentle” in Pure & Gentle

For many years there was no industry standard for natural, so we looked at some verifiable standards and made our products to meet or exceed these.

Our products:

Are made with plant-based ingredients.

Come from biodegradable ingredients that are naturally derived

Are not tested on animals.

Use environmentally sustainable packaging.

Are acknowledged by the EPA's Climate Leader program

Are made in a carbon neutral facility.



Pure & Gentle working for you

The team at Pure & Gentle has taken healthy and environmentally safe products as a personal cause. We know that people like us are looking for ways to live a more natural lifestyle — and we made it our mission to help them achieve this goal.

Pure & Gentle Econcentrate Laundry

what's in it



Corn Oil Based Cleaning Agent



This ingredient is one of three plant -based cleaning agents that work together to dissolve and suspend the dirt particles from washables.

Coconut Oil Based Cleaning Agent



This ingredient is the second of three plant -based cleaning agents that worktogether to dissolve and suspend the oil and grease from washables.

Palm Kernel Oil Based Cleaning Agent



This ingredient is the third of three plant -based cleaning agents that work together to dissolve and suspend dirt, oil and grease from washables and suspends them in the wash water.

Anti-Allergen Enzyme



An enzyme ia a naturally produced product that breaks down specific items. This enzyme package is added to breakdown allergens that are attached to washables.

Sodium Borate



Naturally occurring powder that helps stabilize the enzymes that breakdown the allergens . Additionally this ingredient helps brighten the wash eliminating the need for polluting optical brighteners.

Corn Oil Based low foam Agent



This plant-based ingredient prevents the laundry soap from foaming excessively and that allows our laundry soap to be used in high-efficiency (HE) washing machines.

Plant -Based Essential oils



Natural plant-based essential oils that leave a clean fresh scent on your washables.

Glycerine



This plant-based ingredient prevents streaking and allows our laundry soap to effectively work in cold water.

Pure & Gentle Econcentrate Auto Dish

what's in it



Soy Oil Based Cleaning Agent



This ingredient is a low foaming soy oil -based cleaning agents that dissolves food based grease and grime from tableware.

Coconut Oil Based Cleaning Agent



This ingredient is a plant -based cleaning agents that helps the water sheet off the dishes.

Sodium Silicate



Naturally occurring mineral that prevents tarnishing of flatware and prevents damage to internal components of the dishwasher.

Sodium Citrate



Naturally occurring foods grade powder that prevents food particles from re-depositing once there removed from your flatware and dishes . Additionally this ingredient helps the cleaning process.

Glycerine



This plant-based ingredient prevents streaking on glasses and allows our auto soap to effectively work in lower water temperature.

Guar Bean Thickener



Plant-based foods grade thickener that makes the product into a gel and allows the product to stay in the dispensing cup of the automatic dishwasher.

Pure & Gentle Econcentrate Dish Soap

what's in it



Coconut Oil Based Cleaning Agent



This ingredient is a plant-based cleaning agent that dissolves and suspends the grease and food soils and keeps it suspended in the dish water.

Palm Kernel Oil Based Cleaning Agent



This plant-based cleaning ingredient works together with the first cleaning agent to keep the water sudsing and allows the water to sheet off your dishes.

Ethanol No-Streaking Agent



Ethanol is a plant-based product that helps our product dry quickly and streak-free.

Plant-Based Citric Acid



This plant-based ingredient adjusts the pH of the water making it easier on your skin and it also helps the cleaning agents do their job.

Plant-Based Essential oils



Natural plant-based essential oils that leave a clean fresh scent.

Glycerine



This plant-based ingredient prevents streaking on dishes and flatware and allows our dish soap to effectively work in cool water.

Pure & Gentle Econcentrate Hair Shampoo

what's in it



Coconut Oil Based Sudsing Agent



This mild plant -based sudsing agent cleans your hair without stripping away the natural oils.

Soy Oil Based Foaming Agent



This ingredient is a soy plant -based foaming agent that keeps the oils and debris dissolved to where it can easily be rinsed away.

Wheat Protein



Wheat Protein not only adds to the conditioning of the shampoo it has been proven to strengthen and repair damaged hair.

Vitamins E and D3



Vitamins E and D3 are added to help protect the hair from damaging sun, prevent splitting of the hair follicle and act as a natural preservative for the shampoo.

Honey



Honey is added to the shampoo as a natural humectant which gives the hair more body.

EDTA



Naturally occurring powder helps stabilize the pH of the shampoo and also keeps any soils from re-depositing on your hair.

Sesame Oil



Sesame oil leaves your hair shiny and healthier. Additionally sesame oil is a natural healing oil. Sesame oil helps strengthen your hair and promotes new growth.

Palm Kernel Oil Based Panthenol



This ingredient is a form of vitamin B. This hard-working humectant (that's a substance that helps hair attract and retain moisture) works inside and out: It penetrates the hair cuticle to plump it up and coats it for added shine.

Plant -Based Essential oils



Natural plant-based essential oils that leave a clean fresh scent on your hair

Glycerine



This plant-based ingredient is the third humectant ingredient that adds body to your hair after shampooing.

Pure & Gentle Econcentrate Body Shampoo

what's in it



Coconut Oil Based Cleaning Agent



This mild plant -based cleaning agent leaves your skin soft and clean without stripping away the natural oils.

Soy Oil Based Foaming Agent



This ingredient is a soy oil -based foaming agent that keeps the dirt and grime dissolved to where it can easily be rinsed away.

Olive Oil



Olive oil is a natural emollient that prevents your skin from drying out no matter how many times you wash.

Arnica Oil



Arnica oil is a natural skin healing ingredient that is highly beneficial to prevent red and dry skin.

Vitamin E



Vitamins E is added to help protect the skin from damaging sun and to act as a natural preservative for the body shampoo.

EDTA



Naturally occurring powder helps stabilize the pH of the body shampoo and also keeps any soils from re-depositing on your skin.

Plant -Based Essential oils



Natural plant-based essential oils that leave a clean fresh scent.

Glycerine



This plant-based ingredient keeps your skin from drying out no matter how many times you wash.

Pure & Gentle E-concentrate Hand Soap

what's in it



Coconut Oil Based Cleaning Agent



This mild plant-based cleaning agent leaves your skin soft and clean without stripping away the natural oils.

Soy Oil Based Foaming Agent



This ingredient is a soy plant-based foaming agent that keeps the oils and debris dissolved to where it can easily be rinsed away.

Aloe Vera



Aloe Vera has natural skin healing properties and prevents reddening of the skin.

Vitamin E



Vitamins E is added to help protect the skin from damaging sun and to act as a natural preservative for the hand soap.

EDTA



Naturally occurring powder helps stabilize the pH of the hand soap and also keeps any soils from re-depositing on your skin.

Plant-Based Essential oils



Natural plant-based essential oils that leaves a clean fresh scent on your skin

Glycerine



This plant-based ingredient keeps your skin from drying out no matter how many times you wash your hands.

Pure & Gentle Oatmeal Body Bar

what's in it



Coconut Oil Soap



This mild plant-based soap leaves your skin soft and clean without stripping away the natural oils.

Palm Oil Soap



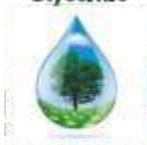
This is a plant-based soap that adds additional cleaning to the soap bar and makes it last longer.

Oatmeal



Oatmeal not only adds to the skin healing of the bar soap it is a natural exfoliant that removes old skin cells and leaves your skin invigorated.

Glycerine



This plant-based ingredient keeps your skin from drying out no matter how many times you wash.

Plant-Based Essential oils



Natural plant-based essential oils that leave a clean fresh scent on your skin

Pure & Gentle Glycerin Facial Bar

what's in it



Coconut Oil Soap



This mild plant -based soap leaves your skin soft and clean without stripping away the natural oils.

Palm Oil Soap



This is a plant based soap that adds additional cleaning to the soap bar and makes it last longer.

Arnica Oil



Arnica oil is a natural skin healing and is highly beneficial to prevent red and dry skin.

Glycerine



This plant-based ingredient keeps your skin from drying out no matter how many times you wash.

Plant -Based Essential oils



Natural plant-based essential oils that leave a clean fresh scent on your skin

Vitamin E



Vitamins E is added to help protect the skin from damaging sun and to act as a natural preservative for the glycerin soap.

Pure & Gentle Econcentrate Cleaner

what's in it



Coconut Oil Based Cleaning Agent



This ingredient is a plant -based cleaning agents that dissolves and suspends the grease and soils and keeps them suspended in water.

Palm Kernel Oil Based Cleaning Agent



This plant based cleaning ingredient works together with the first cleaning agent to keep the water sudsing and does not allow the grease and grime to redeposit.

Ethanol No-Streaking Agent



Ethanol is a plant based ingredient that helps our product dry quickly and streak-free.

Natural Orange Oil



Orange oil is a natural ingredient that helps dissolve the grease and grime safely off of any surface.

Plant -Based Essential oils



Natural plant-based essential oils that leave a clean fresh scent on surfaces.

Soy Oil Based Cleaning Agent



This ingredient is a high-foaming soy plant -based cleaning agents that dissolves and suspends grease and grime off surfaces.

Pure & Gentle Econcentrate Deodorizer/Cleaner

what's in it



Coconut Oil Based Cleaning Agent



This ingredient is a plant-based cleaning agent that dissolves and suspends the grease and grime and keeps it suspended in water.

Ethanol No-Streaking Agent



Ethanol is a plant-based product that helps our product dry quickly and streak-free.

Plant-Based Essential oils



Natural plant-based essential oils that leave a clean fresh scent.

Quaternary Ammonium Chloride Deodorizer



This ingredient is a high-foaming soy plant-based odor control agent. This ingredient eliminates the source of odors safely and without any toxins.

what's NOT in Pure & Gentle Products

NO Synthetic Optical Brightener



Optical brighteners are synthetic chemicals that make fabrics appear to glow in the presence of ultraviolet light. They don't have anything to do with getting things clean -- they're only added to detergents to make us think our laundry is brighter and whiter than it really is.

Designed to intentionally remain behind on our clothes and linens, optical brighteners rub off on our skin where they can cause a reaction that looks like sunburn. They're no fun for the environment either. Optical brighteners washed down our drains frequently survive wastewater treatment and escape into our lakes, rivers, and streams. Once there, they don't completely biodegrade and instead accumulate in fish.

NO Dyes or Colorants



Dyes are one of the commonly used ingredients in many of the retail branded products. Dyes add nothing to the performance of a product. They are simply there to enhance the products appearance. Part of Pure & Gentle's corporate responsibility is to evaluate the source and the risk associated with all raw materials that we use in our products. Many toxic chemicals are used in the dyeing process. Some are carcinogenic, and can cause harm to the people working in the dye factories.

In present times, the risks for dye factory employees have not changed much. In the United States, these factory workers are at greater risk of death from cancer, cerebrovascular disease and lung disease as compared to the general population.

Additionally Industrial effluents from dye factories that are released into waterways can contain traces of dye chemicals, even if they have been treated. Dye polluted water kills fish and other aquatic life in a water body.

NO Phosphates or Builders



Levels of phosphates in fresh water bodies can be much higher than normal as the result of contamination from municipal and domestic wastewater that comes from phosphate-containing detergents that go down the drain after use. Higher than normal phosphate levels can destroy the health of a lake, stream or other fresh water body, as they allow algae in the water to grow faster than would naturally occur, turning clear lakes and rivers green and cloudy. This extra algal growth is not only unappealing to look at, but can also make water smell bad and make it unsuitable for swimming. It can also make drinking water more expensive to filter and can spoil the taste or smell of the drinking water.

Phosphates, have been one of the main ingredients in laundry detergents for many years. In the detergents, phosphates served as a "builder" to improve the detergent's cleaning efficiency. There is no need for builders in the Pure & Gentle laundry soap since it is used in a "soft water" environment.

NO NonylPhenols



NonylPhenols is a common chemical that is used in many cleaning compounds such as dish detergents. Nonylphenol mimics certain hormones in the body and can disrupt the natural balance of hormones.

Nonylphenols have been detected widely in waste water streams across the globe, which is a concern since it is toxic to many aquatic organisms. In the US, nonylphenols have been detected both in the Great Lakes and in the region of New York City. Nonylphenol is persistent in the environment, therefore lingers with the potential to negatively affect organisms it comes in contact with.

what's NOT in Pure & Gentle Products

NO chlorine



Chlorine is a common chemical that is used in most retail brand automatic dish washer soaps. household products that contain chlorine pose a number of serious health risks. Breathing in the fumes of cleaners containing a high concentration of chlorine can irritate the lungs. This is particularly dangerous for people suffering from heart conditions or chronic respiratory problems such as asthma or emphysema. The risks are compounded when used in small, poorly ventilated rooms, such as the kitchen. Chlorine is also a highly corrosive substance, capable of damaging skin, eyes, and other membranes. Chlorine was listed as a hazardous air pollutant in the 1990 Clean Air Act, and exposure to chlorine in the workplace is regulated by federal standards. Using auto dish detergents that contain chlorine can pollute the air in your home.

NO chemical VOC's



V-O-C stands for Volatile Organic Compound. These are chemicals that are given off in the air when the product is used and is the main source of indoor air pollution. Many retail brand dish soaps contain VOCs. When these products are used in hot or warm water they are given off much faster than in cold water. These chemicals are ingredients such as ammonia or petroleum based products that will evaporate off the dish soap. The bottom line is that these VOC ingredients produce an un-healthy environment for you and your family.

NO Parabens



Parabens are a class of chemicals used specifically as preservatives in the cosmetic and pharmaceutical industries. These additives are becoming increasingly controversial, due to the fact that they have been found in breast cancer tumors. Parabens have been known to slightly mimic estrogen, a hormone known to play a role in breast cancer development, although no direct link between parabens and cancer have been established, many scientist recommend using Paraben-Free products.

what's NOT in Pure & Gentle Products

NO

Diethanolamine



DEA (diethanolamine) is a solvent and detergent that is carcinogenic and attacks the liver, kidneys and pancreas. It is a health risk to children and babies, linked to miscarriage and harmful to brain development.

NO

Trichlosan



Triclosan is most commonly found in liquid antibacterial soap, while triclosan is the active ingredient in antibacterial and deodorant bar soaps. The EPA has registered this chemicals as a pesticide. Trichlosan has a chemical structure similar to many hazardous agents including dioxins, PCBs, and even Agent Orange.

NO

PABA



PABA is short for Para AminoBenzoic Acid. A once-common sunscreen ingredient, is now avoided due to allergic dermatitis and photosensitivity. Research indicates PABA has carcinogenic potential. Many people are developing photo-allergic reactions as a result of contact with PABA. These allergy symptoms are so severe, that some countries have banned PABA in personal care products. Some of these symptoms include acne, dark red spots, burning and itching, and painful blisters on follicles.