

clean & pure



Australian made natural skincare



FROM HUMBLE BEGINNINGS

Clean & Pure is a family owned business that manufactures 100% natural Australian made skincare products.

In early 2004, being unable to find quality natural skincare products, we started making our own for personal use. Word spread and Clean & Pure quickly grew into a commercial business.



We currently have 13 SKU's in distribution with several new products coming out throughout 2021.

Clean & Pure now stock throughout thousands of retail outlets across Australia, with many high well-known health food outlets, supermarkets, pharmacies, service stations and department stores.



OUR MISSION

We are dedicated to creating innovative, uncomplicated and natural skincare products using high quality ingredients, with a particular focus on people who are conscious about using natural products or with sensitive skin conditions.

Our mission is to be the number one selling skincare brand throughout Australia and the world – all while being proudly Australian made.



EXPORTS

Clean & Pure commenced exporting in 2017. We now have international distribution agreements throughout New Zealand, Malaysia, Thailand, Singapore, Hong Kong and the USA.

The Clean & Pure brand is continuing to grow and become recognisable as a trusted, Australian made brand throughout the world which is driving our exports into new countries and markets.

@cleanandpure.au

clean
& pure



@kombilife



Beauty & Style Influencer



Perth based with national reach

SKIN NUTRITION

Designed to serve as a multipurpose face & body balm to restore and rejuvenate hair and nails, this natural balm is infused with Australian sourced nourishing and organic ingredients to assist with skin firming, smoothing and hydration.

Ideal for all skin types - including dry & sensitive skin - the Skin Nutrition balm helps to reduce the appearance of pigmentation, skin dullness, and problematic skin associated with hormonal & lifestyle factors.

100% natural. Free from chemicals and preservatives.





- ✓ Australian Made
- ✓ 100% Natural
- ✓ Cruelty Free
- ✓ Fully Recyclable Packaging



A super concentrated moisturiser that is best applied before bed so as to allow your skin time to absorb the natural oils & minerals. Simply scoop out a small amount with the

top of your nail and rub between your fingers to activate the enzymes and natural vitamins & minerals, and apply to your skin with your fingertips.

THE FUTURE IS BRIGHT FOR 2021

Manuka & Pawpaw Hand & Body Cream

Inspired by nature and enriched with pawpaw extract, manuka honey and organic shea butter to moisturise dry skin.

Made in Australia from carefully selected nourishing ingredients, Clean & Pure's Hand & Body Cream is specifically designed to deeply hydrate and moisturise, leaving your skin feeling radiant and smoother with continual use.



Manuka Honey Baby Balm

Lovingly made for the most delicate and sensitive skin, our Manuka Honey Baby Balm is the newest addition to the Manuka Skincare range.

Unscented and filled with goodness including calendula-infused olive oil, organic shea butter and manuka honey for the most sensitive of skin.

Designed to serve as a multi-purpose body balm and infused with Australian sourced nourishing ingredients to assist with soothing dry and irritated skin.



DISCOVER OUR LIP BALM RANGE

Founded by husband and wife Mark and Melanie Chapman, Clean & Pure uses simply the best quality ingredients in their entire range of naturally formulated lip balms.

As the only brand in the world to use real manuka beeswax in our lip balms, we have perfected our formula, allowing water-based honey to blend with oil & wax in a solid and reliable form without the need for artificial additives.

Using real Manuka honey and steam distilled essential oils, each Clean & Pure lip balm is safe for the entire family and can be enjoyed by all skin types, including sensitive skin.



Manuka Honey

Our number one selling product is packed full of nourishing vitamins including B, C & E, and restorative enzymes. Manuka honey is famous for its anti-bacterial and anti-inflammatory properties, and this intensive beeswax-infused balm helps repair sore, chapped lips by drawing out bacteria, promoting cell regeneration and optimising moisture retention.

Hemp & Lemongrass

Combining high quality hemp seed oil with the natural scents of zesty lemongrass and sweet vanilla, our Hemp & Lemongrass Lip Balm is in high demand. Hempseed oil is renowned over the world for its anti-inflammatory benefits and providing moisturisation to the skin, and lemongrass oil can have purifying and toning benefits for the skin with its soothing properties.

Coconut

Combining our signature ingredients with natural coconut flavouring, this lip balm will transport you to a tropical paradise! Coconut has been hailed a superfood because of its many health benefits including helping skin feel soft and moisturised. Now with the luxurious scent of coconuts with a silky cocoa butter finish, the Coconut Lip Balm will hydrate and bring a smile to your lips.

Peppermint

Providing a cooling and tingling sensation, the Peppermint Lip Balm awakens dull & tired lips while also serving as a natural anaesthetic. Rich in omega 3 fatty acids, calcium, vitamins A and C, and a selection of minerals, the Peppermint Lip Balm promotes blood flow to the lips for a natural rosy hue, while also soothing the skin, and even serving as an incredible moisturiser.



Famous for sourcing ingredients from Australian farmers and local suppliers, leaving out unnecessary chemicals and preservatives.

Enjoyed by customers world wide, Clean & Pure is available at leading pharmacies, health food stores and independant grocers.



Pawpaw

With the tropical scent of an island holiday, the Pawpaw Lip Balm leaves lips feeling soft, nourished & hydrated. Combining natural oil from the pawpaw seed with the added benefits of extra virgin olive oil and beeswax, the Pawpaw Lip Balm is fun, fruity and fresh.



Vanilla

With the subtle sweet smell of vanilla bean, the Vanilla Lip Balm is nourishing, moisturising and gentle on the skin. The scent of the Vanilla Lip Balm is derived directly from the natural vanilla bean, and is considered one of the most desired fragrances in the world.



Tinted Rose

The Tinted Rose Lip Balm provides a slight hue of colour & shine to the lips. Using essential oil sourced from steam-distilled methods of flower extraction to nourish lips and give a healthy glow. With cocoa butter for a creamy finish and rose coloured mica for a subtle lip tint.



Manuka Honey & Pawpaw

Our Manuka Honey Lip Balm is packed full of nourishing vitamins and restorative enzymes. Combining real manuka honey and natural pawpaw seed oil, our Manuka Honey & Pawpaw Lip Balms combine the best of our two most popular lip balms.



Cocoa Butter

A fantastic option for those who prefer an unscented lip treatment, the Cocoa Butter Lip Balm is derived directly from the cocoa bean. With generous amounts of cocoa butter in each lip balm, the Cocoa Butter Lip Balm provides a prolonged creamy and smooth finish to the lips.



Manuka Honey with Sunscreen

Our most Lip Balm now comes with natural Zinc Oxide for sun protection. Zinc Oxide is generally used to address skin damage, irritation, SPF and as a protective layer on the skin. The Manuka Honey with Sunscreen Lip Balm is perfect for a day in the sun.

HEALTHY, HAPPY LIPS

Featuring Australian beeswax and extra virgin olive oil in every balm, Clean & Pure lip balms have a range of 10 exciting and delicious flavours. Celebrated throughout the world for our naturally-derived lip balms, we are now selling one a minute.



lifestyle beauty > face & body

Clean & Pure: The Aussie brand that sells one lip balm a minute

This up and coming Australian lip balm brand is making big waves in Asia where shoppers can't get enough of its natural ingredients.



Hannah Paine [@hannahpaine_](#)



news.com.au SEPTEMBER 22, 2019 2:35PM



MANUKA HONEY



PEPPERMINT



VANILLA



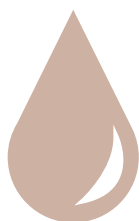
COCOA BUTTER



PAWPAW



HEMP &
LEMONGRASS



COCONUT



MANUKA HONEY
& PAWPAW



TINTED ROSE



MANUKA HONEY
WITH SUNSCREEN

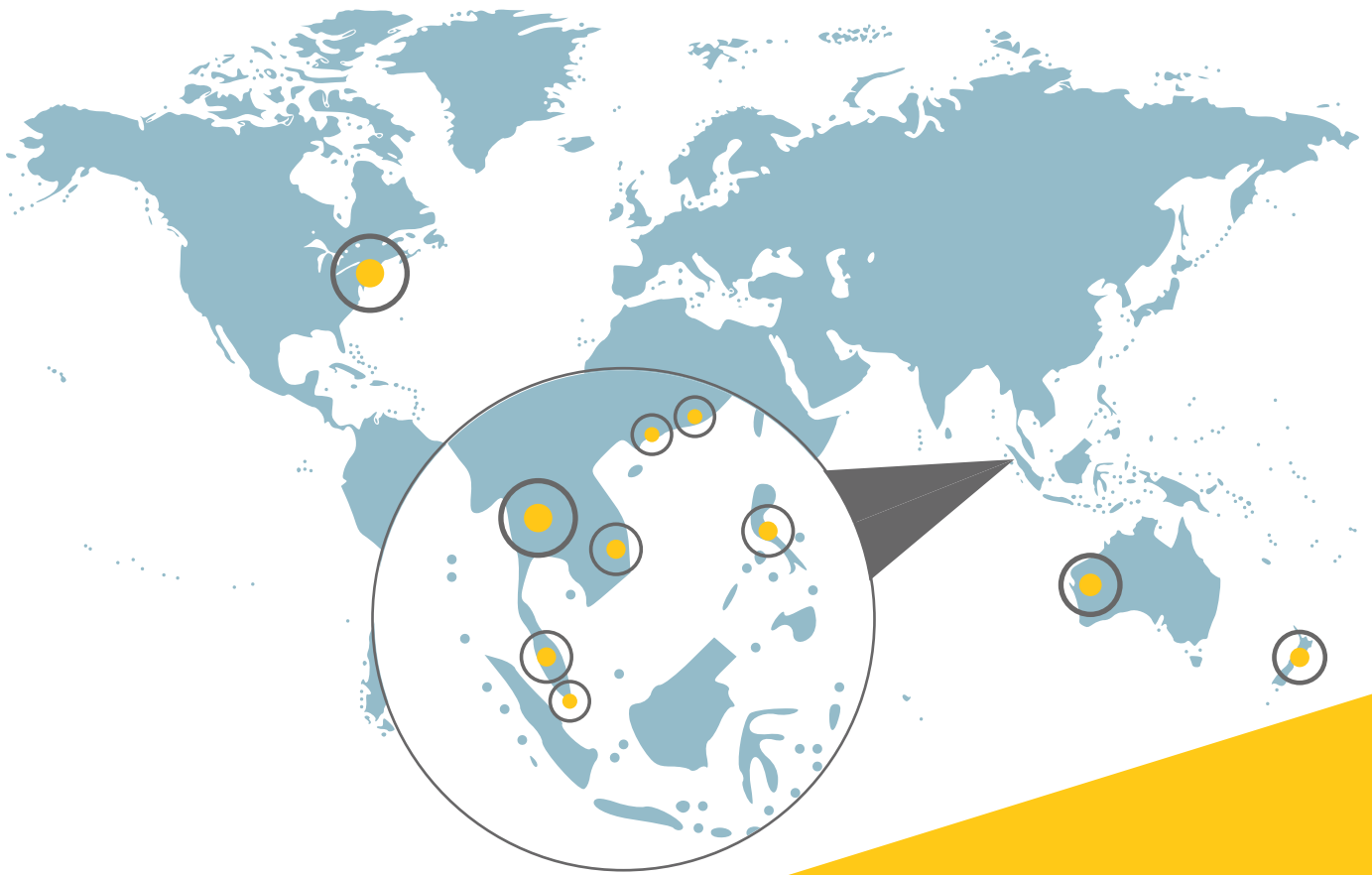
VISUALLY STUNNING



- ✓ 10-pack lip balm Display Unit
- ✓ Each Lip Balm in their unique Hanging Cell
- ✓ Space-saving for multiple flavours
- ✓ 100% Recyclable materials



WORLDWIDE DISTRIBUTION



From approaching one retail store at a time, we initially signed with a Queensland distributor. We now have expanded to both national and international distribution.

LOVED THROUGHOUT ASIA

In 2017 Clean & Pure commenced exporting to a single retail store in Hong Kong. We are exporting to Malaysia, Thailand, Singapore, Vietnam and Philippines.

We will soon be including South Korea, Taiwan and Japan to our Asian distribution network.

NEW YORK, NEW YORK

Clean & Pure have exclusive distribution in the USA and are listed with billion dollar platform Amazon Prime.

With marketing and fulfillment in New York, we are in negotiations with leading retailers including Walmart, Target, Sephora and United Supermarkets to stock our Australian made skincare.



**clean
& pure**
manuka honey
MADE WITH BEES

2018

Signed with national distributor in Australia and commenced with Malaysian distributor

50% sales increase

2019

Entered distribution agreement with New Zealand and expanded Asian market including Thailand, Singapore and Vietnam

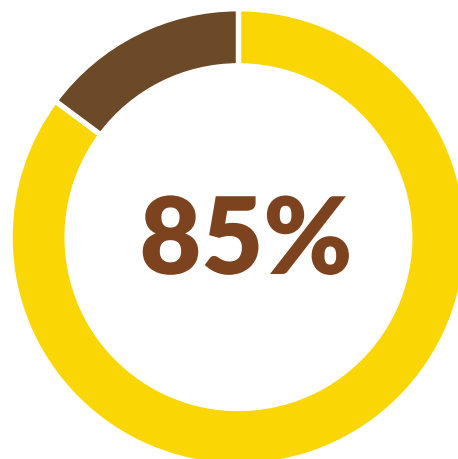
300% sales increase

2020

Signed exclusive distribution with USA, launching nation-wide marketing campaign

1,000% increase online

85% of all sales were through our domestic & international distribution channels



MEDIA RECOGNITION



GLOWING REVIEWS

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Genius idea behind Australian one-sold-a-minute beauty product

Lucy Dean
Yahoo Finance AU 4 November 2019

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Mark and Melanie Chapman launched a successful business after a trip to Greece. Images: Supplied

We often believe we're healthier and happier when we're on holidays. It could be the air, the salt water, the food or just living a less stressful life for a few weeks.

But for entrepreneur Mark Chapman, the holiday benefits weren't just imagined, and have led to a million-dollar business.



LIP SERVICE

Low humidity in the air can lead to dry, chapped lips and that's when you need a great lip balm.

Clean & Pure lip balms are made with real Manuka honey, beeswax and no unnecessary chemicals or preservatives. **Clean & Pure lip balms**, \$4.99 each, available from leading retailers and [cpskin.com.au](#).





Proudly Australian

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