



Every Small Step Matters

Join the **ecom minim**TM
LIVING MOVEMENTTM
for a clean world with minimal
environmental impact through
the use of sustainable and
environmentally safe products



ecominim™ Range of Products

Proudly Made In Malaysia

Household cleaning products are very much a part of our daily lives. These chemicals affect our skin, and Mother Earth. Today where environment protection is crucial, the demand for eco friendly products is on the rise.

ecominim™ aims to create awareness that everyone one of us can play a role in sustainable living. We can start using products that encourage sustainable living with minimal impact to the environment. We start by making it easy to change the way people clean. Cleaning is more than just about washing off dirt but also about what we leave behind in the environment.



To buy **ecominim**TM is to buy into:

- minimal impact on the environment while cleaning
- sustainability of the environment
- using eco friendly cleaners in our day to day activities

The Objective of **ecominim**TM:

is to build awareness on the value of sustainability and educate on using safe ingredients for ourselves and the environment.

How **ecominim**TM works:

ecominimTM is that small action every one can take;.

ecominimTM - we make it easy for everyone to make a difference.

ecominimTM believes that - caring is about the little things and the little actions in life

The **ecominim**TM sustainability cycle

- 1) Sourcing of raw materials - safe for consumers.
We source with transparency and integrity.
- 2) Production process - We ensure that our production methods have little or no harm to the environment.

ecominimTM Products Principles

ecominimTM product ingredients are plant based and ecofriendly.

ecominimTM products are not tested on animals.

Our main surfactant is a non ionic surfactant, decyl glucoside which is of cosmetic grade. This surfactant helps us wash and cut grease effectively, yet is gentle on sensitive skin. Our products are easily rinsed off and leaves no residue. We do not use any colouring to retain the naturalness of the product. Our products are concentrated to be economical.

We are transparent in our sourcing and production as well as our mission.

All **ecominim**TM products have:

No EDTA, **No** parabens, **No** phthalates, **No** Sulfates, **No** NPEs, **No** SLES/SLS, **No** Betaine/CDE, **No** Optical Brighteners, **No** Phosphates, **No** Musks and **No** Formaldehydes. **ecominim**TM products are biodegradable, low suds, plant based and eco friendly

All **ecominim**TM products are specially formulated with care and love and minimal impact to you and the environment.

We meticulously test and use only ecofriendly and plant based ingredients that are not harmful. Join The **ecominim**TM **Living Movement**TM for a clean world with minimal impact to the environment, using our sustainably sourced ingredients and environmentally safe products.

CONCENTRATED POWDER DETERGENT

Scent: Minth Fresh

Packaging: 1kg

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PRODUCT CHARACTERISTICS:

- This product is: Baby Safe, Gentle on sensitive skin, Low suds,
- This product contains none of these ingredients: Paraben, SLS/SLES, Phosphate, Betaine/CDE and NPE, phthalates, formaldehyde. It uses natural preservative.
- It is a concentrated detergent and comes in 1kg packaging. It allows up to 50 washes.
- It is low sud and suitable for both front and top loader washing machines. It is also suitable for cold water wash, and hand washing as it is gentle even on sensitive skin. It smells refreshing and fresh.

EFFICACY

This product has been tested and is comparable with other eco-friendly powder detergent products and is gentle on sensitive skin. It keeps clothes in good condition, anti greying and has no residue.



Ingredients: decyl glucoside (plant-based, non-ionic surfactants), sodium carbonate, zeolite, sodium percarbonate, citric acid (natural preservative), TAED and sodium carboxymethylcellulose; perfume, no colouring or dyes

CONCENTRATED LIQUID DETERGENT

Scent: Ever Gentle

Packaging: 1Liter

PRODUCT CHARACTERISTICS:

- This product is really great for sensitive skin. It is low sud liquid detergent. Can be used for hand wash and also front and top loading machines. It can be used to wash delicate materials such as silk and wool.
- Product contains: No paraben, No SLS/SLES, No phosphate, No betaine/CDE, No NPE, No phthalate and No Enzyme. No Colouring.

EFFICACY

It removes mild and fresh stains such as coffee, prevents colour run, leaves clothes soft and gentle.

Usage Instructions: 30ml for one wash of 7kg load. Up to 30 loads per bottle.



Ingredients: Filtered water, glycerin, plant based non ionic, decyl glucoside, xanthan gum, opacifier, citri acid, natural preservative, sodium citrate, perfume

CONCENTRATED DISHWASH

Scent:
**Lemon Bergamot/
Lime Honey**
Packaging: 480ml



PRODUCT CHARACTERISTICS:

- This product is: Baby Safe, Gentle on sensitive skin, Low suds.
- No colouring. The off white colour is the natural state of the product.
- This product contains none of these ingredients: Paraben SLS/SLES, Phosphate, EDTA, Betaine/CDE and NPE, phthalates, formaldehyde. It uses citric acid as natural preservative that is commonly found in food. The active surfactant, decyl glucoside is a cosmetic grade surfactant.
- It is a concentrated solution packed in 480ml bottle. 1 pump of dish wash can be diluted up to 6 times of water. It can also be used as a fruit and vegetable wash.

EFFICACY

ecominim™ dish wash is also easily rinsed off and has been tested to leave no residue. It is low suds in nature, it has a neutral pH and is gentle on hands. It cuts grease well, formulation rinses off easily and cuts off malodour – no more fishy smelly dishes or hands. Doing dishes is like doing a hand spa. Hands feel soft and gentle and dishes are clean.

It is safe even for skin prone to eczema.



Ingredients: decyl glucoside (plant-based, non-ionic surfactants), water, citric acid (natural preservative), edible xanthan gum, glycerine and sodium citrate (plant-based chelating agent); perfume, no colouring or dye

GLASS & MULTI SURFACE CLEANER

Scent: Skye Fresh
Packaging: 500ml



PRODUCT CHARACTERISTICS:

- This product is: Gentle on sensitive skin, Low suds
- This product contains none of these ingredients: Paraben, SLS/SLES, Phosphate, EDTA, Betaine/CDE, NPE, phthalates nor formaldehyde. It uses a natural preservative.
- It is an easy spray on product. It contains no harsh or corrosive ingredients. This product **does not contain alcohol**. This product has a pH of 4.6 and is effective to wipe off water mark.

EFFICACY

This product is especially efficient on stubborn water stains, grease, dust and soap scum. Just spray on dry surface and wipe with a dry cloth or old newspaper. It works a little differently than your normal glass cleaner.

Directions: Spray on surfaces and wipe with a dry lint free cloth. This product is alcohol free.

ecominim™ eco tip: Wipe with old newspapers on mirrors and glass surfaces for best results.

Also suitable for hard surfaces like tiles. Non corrosive on aluminium and alloy. For stubborn stains, spray on, leave on for a few minutes and wipe with scrub or with a damp cloth.



Ingredients: decyl glucoside (plant-based, non-ionic surfactants), water, citric acid (natural preservative), glycerine and sodium citrate (plant-based chelating agent); perfume, no colouring

CONCENTRATED FLOOR CLEANER

Scent: Oceanic Breeze
Packaging: 1Liter



PRODUCT CHARACTERISTICS:

- This product is baby safe and gentle on sensitive skin. It has an oceanic freshness and makes the home smells refreshing. It is a no rinse, no wax, non-toxic and non-corrosive product.

EFFICACY

It easily removes soil and stickiness. Leaves floor feeling naturally clean shiny but not slippery.

This product contains none of these ingredients: Paraben, SLS/SLE, Phosphate, EDTA, Betaine/CDE and NPE, phthalates, formaldehyde. It uses a natural preservative.

This is a concentrated solution. It requires 20ml for 6 litres of water, and yields about 50 washes. It is suitable for all floor surfaces, including marble and tiles.

Directions for use: This is a concentrated solution. It requires 20ml for 6 litres of water, and yields about 50 washes per 1L bottle.

It is suitable for all floor surfaces, including marble and tiles.

Easily removes soil and stickiness. Leaves floor feeling naturally clean and shiny but not slippery.



SHOE DEODORISER & DEHUMIDIFIER PACKS

Scent: Sol Fresh
Packaging: 50g x 4 packs



PRODUCT CHARACTERISTICS:

- Suitable for all kinds of shoes. Contains essential oils that inhibit the growth of fungi and mold which causes bad odours.
- How to use: Just put a pack into your shoe at the end of the day. Once used, each pack can be used repeatedly for up to three months. Due to the sensitive nature of the essential oils, do not put in direct sunlight. Caution: Do not break or ingest any of the ingredients.

EFFICACY

Removes dampness from shoes

Removes unpleasant smell from sweaty feet

Prevents bacteria and fungi / mold growth - the main causes of smelly feet

Disposal Method: Just break open packs and use all ingredients as fertiliser.

Ingredients: filtered water, decyl glucoside, plant based non ionic, citric acid, natural preservative, perfume, no colouring



Ingredients: Natural clay dessicant, ocimum basilicum, mentha aquatica, rosmarinus officianalis, citrus limon



The Truth About What Is In Your Regular Cleaners

Q:
What are Parabens?

A: Parabens are the most widely used preservatives in personal care products — stopping fungus, bacteria and other microbes from growing in your favourite products, especially in the moist, warm environment of a bathroom.

Studies have shown that parabens could be detected in the blood and urine of healthy young male volunteers a few hours after lotions and deodorants containing parabens were applied to their skin. It is concluded that since the chemicals could be absorbed, metabolized and excreted, they could potentially contribute to adverse health effects to humans, including certain cancers.

A: Sodium laureth sulfate (SLES) and sodium lauryl sulfate (SLS). SLES and SLE are additives that allows cleansing products to foam. According to the Environmental Working Group's Skin Deep Cosmetic Safety Database, SLS is a "moderate hazard" that has been linked to cancer, neurotoxicity, organ toxicity, skin irritation and endocrine disruption.

It is reported that SLS and SLES are often contaminated with 1,4 dioxane, a byproduct of the manufacturing process that is "possibly carcinogenic to humans" and may also cause negative effects in the kidneys, liver and central nervous system, according to the National Institute for Occupational Safety and Health.

Q:
What are SLS/SLES?

Q:
What is Betaine/CDE?

A: Betaine functions as a humectant in cosmetic and household products. In some instances it has been claimed to cause allergic reactions in some users.

Q:
What is NPE?

A: Officially known as nonylphenol ethoxylates, NPEs are used as wetting agents in detergents, and emulsifiers. This toxic chemical then remains in the garment, released once you wash your clothing, breaking down to form toxic nonylphenol (NP). Nonylphenol is a persistent chemical with hormone-disrupting properties that builds up in the food chain and is hazardous even at very low levels.

Q:
What is Phthalates?

A: Phthalates are a group of chemicals used in hundreds of products, such as toys, vinyl flooring and wall covering, detergents, lubricating oils, food packaging, pharmaceuticals, blood bags and tubing, and personal care products, such as nail polish, hair sprays, aftershave lotions, soaps, shampoos, perfumes and other fragrance preparations.

The American Academy of Pediatrics has published an article stating that infants exposed to infant care products, specifically baby shampoos, baby lotions, and baby powder, showed increased levels of phthalate metabolites in their urine (see "Baby Care Products: Possible Sources of Infant Phthalate Exposure," disclaimer icon S. Sathyanarayana, Pediatrics, 2008, vol. 121, pp. 260-268). The study on Phthalates increases, and new research areas are expanding our understanding. The link between phthalates and surging rates of chronic disease is one example of the effect of Phthalate.

Phthalates affect different groups of people in different ways:

- Unborn babies and children are among the most affected. Phthalates can do more harm to males.
- Kids in puberty are also at risk. Times of biological transformation seem to leave us vulnerable to these chemicals.
- Adult women have more side effects than men, perhaps because they use more personal care products.

Q:
What is
formaldehyde?

A: Formaldehyde is a colorless, strong-smelling gas used in making building materials and many household products as a preservative. The main way people are exposed to formaldehyde is by inhaling it. The liquid form can be absorbed through the skin. People can also be exposed to small amounts by eating foods or drinking liquids containing formaldehyde.

Exposure to formaldehyde has been shown to cause cancer in laboratory test animals. Exposure to relatively high amounts of formaldehyde in medical and occupational settings has been linked to some types of cancer in humans, but the effect of exposure to small amounts is less clear. Several studies have found that embalmers and medical professionals that use formaldehyde have an increased risk of leukemia, particularly myeloid leukemia. Some studies of industrial workers exposed to formaldehyde have also found increased risks of leukemia, but not all studies have shown an increased risk.

The Environmental Protection Agency (EPA) maintains the Integrated Risk Information System (IRIS), an electronic database that contains information on human health effects from exposure to various substances in the environment. The EPA has classified formaldehyde as a "probable human carcinogen."

National Cancer Institute researchers have concluded that, based on data from studies in people and from lab research, exposure to formaldehyde may cause leukemia, particularly myeloid leukemia, in humans.

Formaldehyde in consumer products such as cosmetics, lotions and household cleaners can cause an allergic reaction in the skin (allergic contact dermatitis), which can lead to an itchy, red rash which may become raised or develop blisters.

Q:
What is
EDTA?

A: EDTA (ethylenediaminetetraacetic acid) is a compound of massive use world wide with household and industrial applications. Apart from being a huge environmental impact, it is a persistent organic pollutant. While EDTA serves many positive functions in different industrial, pharmaceutical and other avenues, the longevity of EDTA can pose serious issues in the environment. The degradation of EDTA is slow. EDTA also can cause the following if ingested in huge amounts anemia, chills, fever, or headache, blood clot in a vein, lower levels of magnesium and potassium in the blood, diarrhea, vomiting, or nausea, fatigue, abnormal calcium levels in the blood, Insulin shock, irregular heartbeats, which can be severe, low blood pressure, thirst and aching joints.

How it all began...

"For most of my life, I have been plagued by eczema. But some years ago my skin started to develop some severe allergies and was acting up. I became really worried as I could not wash any dishes without some flare up on my hands. I was very careful in the types of detergent I used, as neither the doctor nor I could figure out what was the root cause. I had to have a major lifestyle change - from my diet right down to home detergents that I used. I started being very mindful when shopping, and learnt to read labels and also about the various ingredients that are commonly used in detergents. I had to go through many uncomfortable errors to find the "safest" products so as not to aggravate my skin condition.

When I started my factory 8 years ago, I also started looking at the integrity and ingredients used in manufacturing. I began to study deeply on ingredients stated on labels. I realise that a lot of brands were using ingredients that were reportedly hazardous for consumption and yet called themselves eco-friendly. So, with the grand idea of saving the earth while providing a safe and effective option, we engaged expert advice from

eminent researchers like Professor Dr Murray Hunter and also employed our own researchers to start researching about ingredients in detergents.

In the last 6 years, we intensified our research for better ingredients as the market evolved and they became available. This quest escalated as more and more common ingredients are found to be unsafe. I tested every product on myself and became "User Tester 001". Anything that I can't or won't use on my family and friends means it is back to the drawing board.

With that quest in mind, I have made it my mission to provide the best possible products to consumers who have both the need for gentle and eco friendly products that are not just safe for the environment and themselves, but also cleans as effectively as the regular products in the market.

My belief is that everybody can make a difference – one small step at a time.

~ Founder - Tan Yet Mee ~

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