



**OUR AIM IS
TO KEEP THIS
BATHROOM
CLEAN**

Present Hygiene Conditions around the World

By witnessing the present health and hygiene settings minutely, there is a need to have a pressing call for hygiene products like Cleanshet's 100% natural toilet seat paper to bring revolution. The figures are overwhelming to look at.

- The global toilet care market size in 2023 reached US \$ 9.7 Billion. By 2028, The European toilet hygiene market will be valued at a substantial \$ 73.96 billion representing 17% of the global opportunity; however, the crunch for clean toilets is not in the spirit to improve.
- As per NHI, 60% of Females worldwide fear catching germs from the toilet seat, where one in two women is prone to frequent Urinary Tract Infections. A whopping 700 Million People worldwide lack access to clean toilets, with 100 Million having no access at all.
- As per the survey by the Laminate Manufacturer Formica Group, 66% of people avoid using public spaces at pubs, bars, and restaurants.
- As per WASHwatch, 315000 children yearly succumb to death owing to diarrhoea resulting from poor sanitation.
- A 4-country report by Domestos revealed a shocking figure where 90% of school children report something negative about their school toilets, where they refrain from going (where they spend 6-7 hours daily).
- Recent data from low and middle-income countries shows that one in ten hospital patients is vulnerable to infection due to lack of cleanliness.

These alarming figures are adequate for raising questions about the demand for basic sanitary facilities.

Where People Don't Have Access to Basic Sanitation

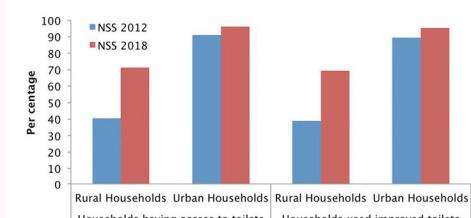
Share of people without access to at least basic sanitation services in 2020*



* defined as facilities that are not shared and include piped sewer systems, septic or composting tanks or pits
Sources: WHO/Unicef

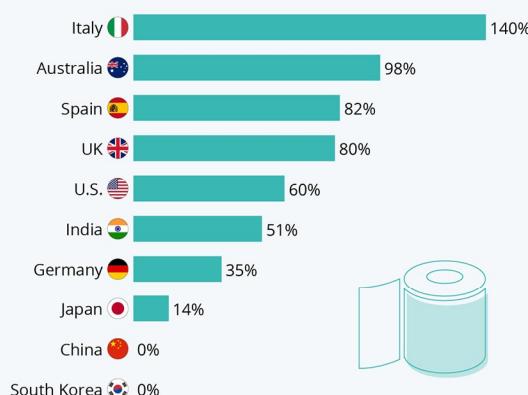
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CHANGE IN TOILET SCENARIO IN LAST SIX YEARS



Roll'ing in the Dough?

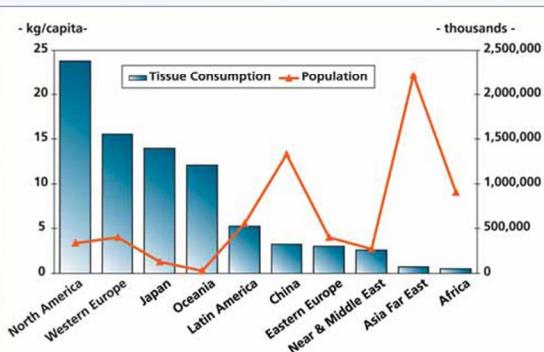
Estimated rise in toilet paper revenues in March 2020* in selected countries



* compared to March 2019
Analysis of 16 countries
Source: Statista Consumer Market Outlook

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Available Hygiene Products Market Analysis

The competitor landscape in the UK is quite strong in the case of health and hygiene. Astoundingly, only a few corporate giants centre on an average yearly sales of US\$ 17.14 billion, surpassing undersized competitors that survive strongly in the market. One unanswered question the reader might have is: Why are the corporate giants not focusing on sustainability and improving overall hygiene conditions despite having updated technical inventions? They primarily focus on consumer-centric innovation & global presence, with a diverse range of products, including tissue paper, baby diapers, feminine care, Flushable toilet seat covers, incontinence products and more. With a keen focus on expanding in emerging markets, they aim to achieve profitable growth. Despite such a significant global footprint, the present figures seem to add to their wealth rather than enhance hygiene in the UK. Defying the available figures, Cleanshet approaches towards a more sustainable and uncluttered way of living, where people no longer have to care about the mess at public restrooms.

Cleanshet's Ingenious Approach to Create a Difference

Cleanshet's primary goal involves improving the overall sanitary conditions of the UK. The endeavour lies in focusing on chemical-free processes with zero use of bleaching.

The brand strongly envisions providing the world with a fundamental right to a hygienic environment, which otherwise is overlooked with its innovative products and strategies.

A further long-held desire accompanies creating a world by providing a broader cleanliness meaning with its marketing strategies where people don't have to fret about moving places.

- MINIMAL CHEMICAL PROCESSING
- 100% COMFORT
- REDUCES ENVIRONMENT POLLUTION
- MINIMISING CHEMICAL TREATMENTS
- SKIN & ECO FRIENDLY



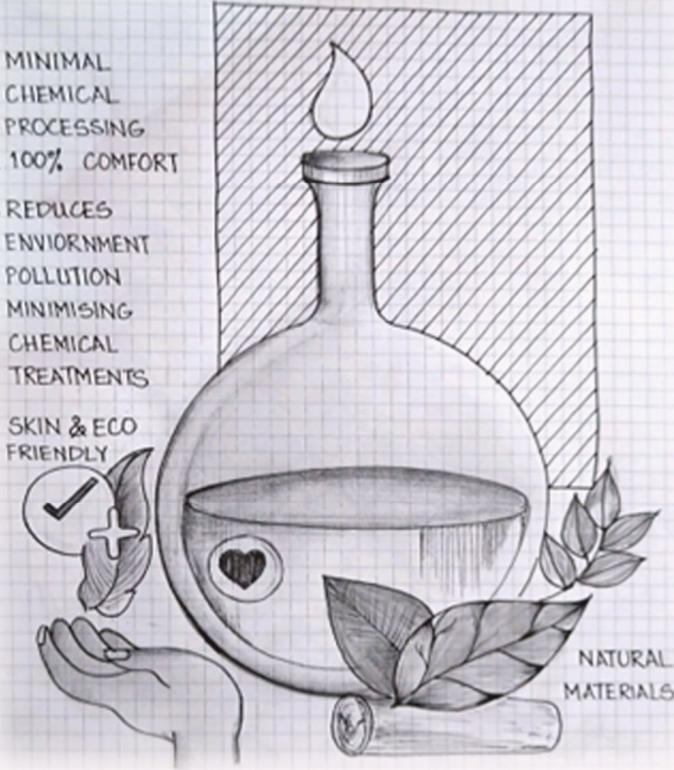
NATURAL MATERIALS



This provocative combination of utilizing Cotton (constituting a significant percentage), Bamboo and Cellulose Fibers to make toilet seat covers requires no chemical treatment but bleach-free machine processing. While most leading brands' toilet seat covers are one-ply and based on chemical processing, Cleanshet 3-ply paper promises to uphold its reputation organically with zero use of environmentally unsustainable products. Besides providing an unrivalled public toilet experience, their breakdown process is much easier than the market-available flushable toilet Seat Covers, hence gentle on pipes.

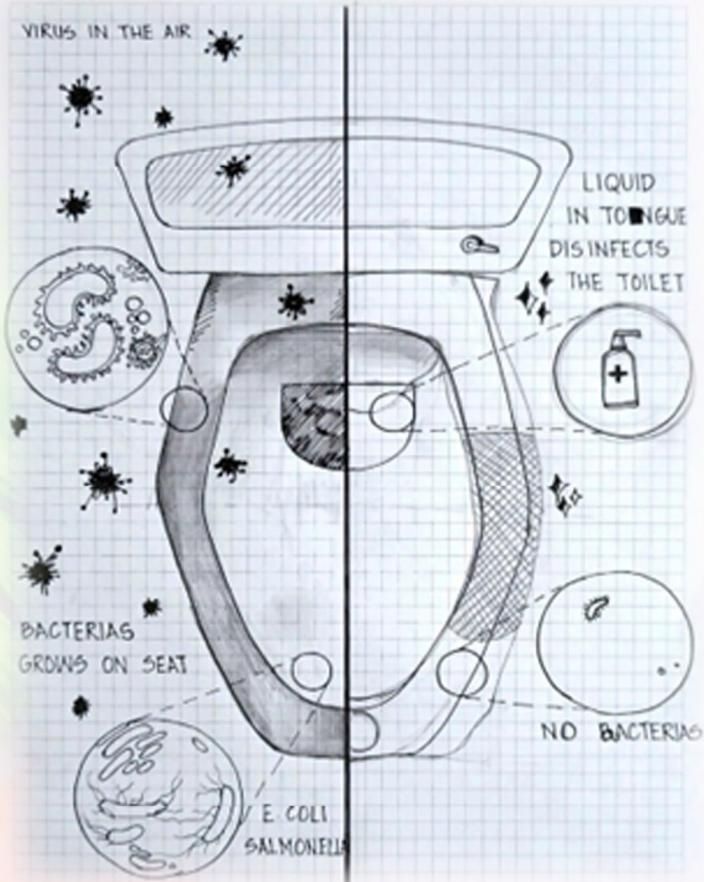
Cleanshet's eco-friendly practices can further be verified by the Sleeve Packaging that utilizes zero impact ink, leading to minimal wastage with only two to three seat cover folds to prevent further tearing. The seat covers are also available in pocket-friendly sizes to make travelling a better experience. This zero wastage initiative holds the dominion to make Cleanshet a pioneer in the health and hygiene market.

Further market share capitalization would be done by focusing predominantly on superior quality products, affirming robust consumer trust and ensuring product security. We commit to providing a healthier future where advanced hygienic products will be available to all at economical rates.

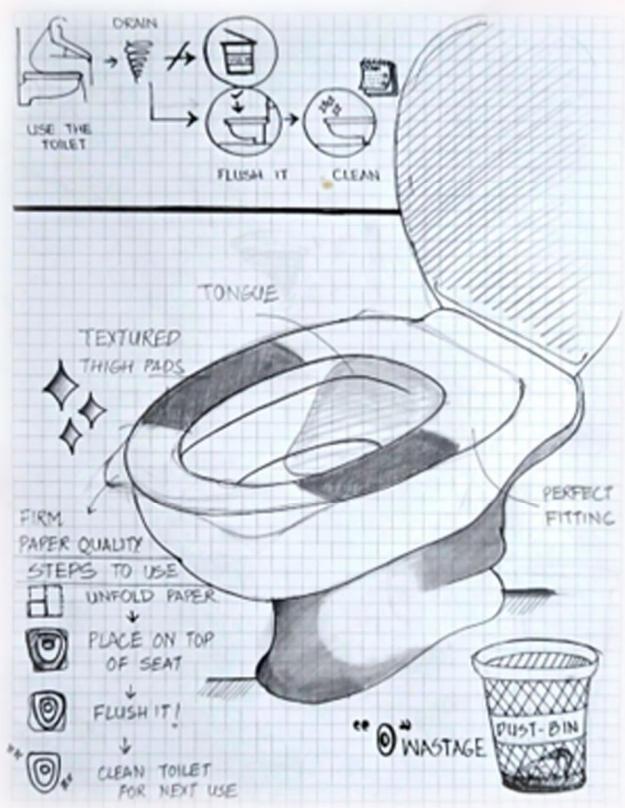


Cleanshet's Flushable Toilet Covers

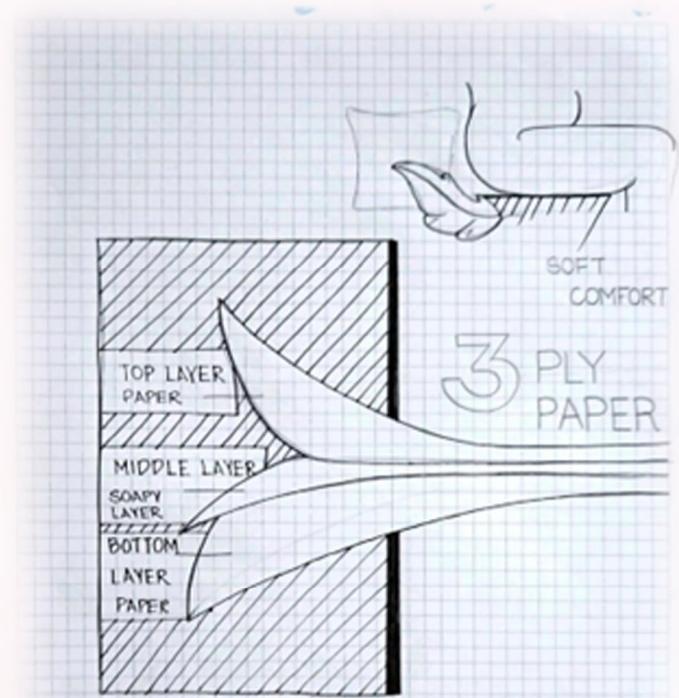
Flushable toilet seat covers are a necessity, especially while using public restrooms. An appropriately disinfected toilet still contains limitless germs unseen by the naked eye. There are viruses present in the washroom's air, and bacteria such as E.coli, faecal bacteria, salmonella, and influenza multiply on the toilet seat.



Materials containing biodegradable properties are also septic-safe. This innovative strategy adheres to create a noticeable difference in the environment, causing lesser generated pollution



The innovative usage of the 3 eco-friendly materials ensures fewer skin reactions, effective moisture control, better skin health, gentle touch, and skin feeling fresh and dry. Further hypoallergenic and antimicrobial properties present in bamboo and Cellulose Fibres resist most infections, hence the prevalence of further illnesses such as Urinary Tract Infections.



The customary time spent to make public toilets unsoiled mechanically gets abridged to more than half by using toilet seat covers with some ingrained flora. Furthermore, the Toilet Seat Covers are dense enough to prevent any accidental slips that most built brands are unsuccessful in claiming. The textured thigh pads enclosing holes enhance comfort and stability during use. With zero risk of slipping or dripping, the toilet seat cover fits properly.

For an effortless usage:

- Unfold the paper.
- Place the paper on the top seat.
- Flush It.
- Clean Toilet For Next Use.

To ensure further reliability and trust in the brand, the seat covers have embedded brand names.

With millions dreading the usage of public toilets, Cleanshet's three-ply toilet seat covers let you experience the freedom of flexible usage anywhere.

