

**CertClean is to your shampoo like
USDA Organics is to your milk.**

Jenise Lee | Chemical Engineer, MBA
CEO & Founder of CertClean

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Did you know...
1 in 2 men & 1 in 3 women
will be diagnosed with
cancer in our lifetime?



**Did you know...
for beauty products,
If it contains one natural ingredient,
the entire product can
be labelled “natural”?**



**There are
“Natural” & “Organic”
pretenders ... everywhere!**



**CertClean provides
clean beauty brands with
marketing channels to
stand out amongst
all the organic pretenders**



Marketing Channels

Certification



Assessment Fee &
Annual Licensing Fee

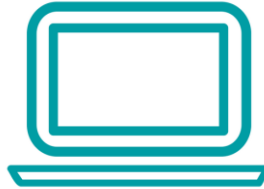
Marketing Channels

Certification



Assessment Fee &
Annual Licensing Fee

Reviews Platform



Subscription Fee
(Freemium Model)
Ads

Marketing Channels

Certification



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Subscription Fee
(Freemium Model)
Ads

Retail Sections



Brokerage Fee

The Time is Now. Market is ready.

Global organic beauty market → \$20B

N. American organic beauty market → \$5B

Food & beverage eco-labelling market → \$75B

Beauty eco-labelling → untapped.



Clean Beauty Ecosystem

Certification



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Brokerage Fee

Start-Up Team



Jenise Lee
CEO & Founder

Chemical
Engineer, MBA



Symon Oliver
Acting CTO

Tech Problem
Solver

Advisors



Bruce Lourie
Eco Expert

Eco certification
expert, toxic
substance expert



Nicholas Parker
Mr. Cleantech

Coined the term
“cleantech”

The Authority for Nontoxic Beauty

Certification → Review Site → CertClean Sections In-Stores

At CertClean, we help clean beauty brands breakthrough
So we can all have a healthier future.

Let's get CertClean certified in every home.



Financial Projections

Revenue	2017	2018	2019
Certification	\$51,000	\$110,000	\$880,000
Review Site	\$0 (Freemium)	\$2,100,000	\$4,800,000
Retail	\$16,000	\$100,000	\$500,000
Other	\$20,000	\$25,000	\$33,000
Total	\$67,000	\$2,300,000	\$6,100,000