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What if the act of cleaning wasn’t a chore? hygëia aims to turn the ordinary… extraordinary with its mindful home cleaning ritual

‘Homecare brand hygëia is set to go live on Kickstarter next week on 25th October with its mindful home cleaning ritual’

London, October 20th 2022 - hygëia, a sustainable homecare brand born to transform everyday routines into mindful moments, has announced today that it will launch a pre-sale campaign via kickstarter featuring its home cleaning ritual set. The product launch will expand upon the already growing phenonium of refillable cleaning products but with a unique twist centred around creating a special experience, designed to purify and cleanse your home…and your soul.

‘On average, we check our phones 58 times per day and across all connected devices, the average person spends nearly 7hours looking at a screen. In our busy, over-stimulated world of constant distractions, carving out more time to slow down can often feel overly indulgent and unproductive... that is why building rituals into our already present daily routines is so important.’

Sean Malkin, Brand founder

The cleaning set will consist of three beautifully designed refillable glass bottles combined with three powder form cleaning concentrates, each with a unique scent; a multi surface, bathroom & glass cleaner. In addition to their core products, hygeia will also include additional guidance and a gift to help ritualise and bring joy to the act of cleaning.

Product features:

- Refillable glass bottles
- Natural ingredients
- Unique aromatic scents
- Vegan & cruelty free

Transforming everyday routines sits at the centre of the brand mission however sustainability also plays a key role in the business model of hygëia which aims to tackle significant real world issues –

- **Single use plastic** - An estimated 4million tonnes of single use plastic is dumped into our oceans each year
- **Carbon footprints** - 230 billion tonnes of water is being unnecessarily shipped each year
- **Deforestation** – An estimated 15billion trees are cut down each year causing significant challenges to our ecosystem

Reusable is quickly becoming the new recycle and using a refillable cleaning solution aims to contribute to this positive movement. Given the brands love for the natural world, they also commit to planting a tree for every purchase made.

‘Sustainability is built into the business model by default which by now is basic must and is to be expected from every brand. We believe all individuals have the power to make significant change in the world by focusing on their daily actions’

Sean malkin, brand founder

hygëia is made for the mindful soul and designed with the intention of creating joyous, time-honoured rituals that create space for what matters in life.

Join their KICKSTARTER journey and gain access to limited early bird discounts

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