

Clean + Kind

VOLUME 01 · 2026 · RETAIL EDITION

The Floor Guide.

A fast reference for everyone who sells Clean + Kind on the shop floor — what the products are, who they're for, and the plain words to say when a shopper asks.

FOR RETAIL ASSOCIATES · FOR SHELF STAFF · FOR STORE MANAGERS

THE STANDARD BEHIND EVERY FORMULA

The *cleanest* skincare on the shelf.

That is the goal on every product you'll stock — not a slogan, a measurable bar. Each Clean + Kind formula scores 90 or higher on Yuka, and several hit a perfect 100/100.

Every ingredient. Every purpose. Every source.

CLEAN & KIND LLC
ROYAL OAK, MICHIGAN · USA

START HERE · THE 60-SECOND VERSION

The cleanest skincare on the shelf.

That's what Clean + Kind is built to be — and it's the simplest way to sell it. You'll get only a few seconds with a shopper, so you don't need the science. You need three plain ideas, and one good answer to the question everyone asks.

i.

Built on tallow

Grass-fed beef tallow is the base of nearly every product. It's close to the oil skin already makes — so it absorbs in instead of sitting on top.

ii.

Short, honest formulas

Every ingredient is named and explained. Some products are just 7 to 9 ingredients. No mystery "fragrance," no fillers, no proprietary blends.

iii.

Made in the USA

Formulated and made in Michigan. Most products score 90 or higher on Yuka — and several hit a perfect 100/100.

HANDLE THIS — THE QUESTION YOU'LL HEAR MOST

"Wait — beef fat? On my skin?"

YOU SAY

Yes — and that's exactly the point. Tallow is almost identical to the oils your skin already makes, so it sinks in instead of sitting on top. People have used it on skin for generations. We just pair it with modern testing and clean sourcing.

Tone: say it like it's completely normal — because it is. Confident and warm, never defensive. The short ingredient list is the selling point.

A FEW MORE YOU'LL HEAR

"Why does it cost more?"

◆ Short ingredient lists and grass-fed tallow cost more than water and fillers. A little goes a long way — it lasts.

"Does it smell like beef?"

◆ No. Unscented has no scent at all. The scented ones use a single real botanical — vanilla or lemongrass, nothing synthetic.

"Is it safe for sensitive skin?"

◆ That's who it's built for — short formulas, no synthetic fragrance. Point sensitive shoppers to the Unscented and Fragrance Free options.

"Will the sunscreen look chalky?"

◆ It's a true mineral sunscreen, so rub it in well — a little goes far. The Tinted facial one is made to cancel any cast.

THE LINE • BODY CARE • FORMULAS 001 & 008

Body Care



FORMULA NO. 001

Tallow Body Lotion

A daily body lotion built on grass-fed tallow, organic shea, jojoba, and aloe — rich, but never greasy.

FRAGRANCE FREE

LEMONGRASS

VANILLA LUXE

8 OZ

100

CLEAN SCORE

SAY THIS

“Most lotions sit on the surface and wear off fast. This one's built on tallow, so it absorbs like your skin's own oil — the moisture actually lasts.”

WHO BUYS IT

Anyone with dry, tight, or rough skin who's tired of reapplying lotion all day.

GOOD TO KNOW

15 ingredients. *Fragrance Free* for sensitive skin, *Vanilla Luxe* is the holiday favorite, *Lemongrass* is the bright spring & summer pick. Pairs with the matching Honey Balm — see page 6.



FORMULA NO. 008

Retinol Body Lotion

The same tallow lotion base, with retinol, niacinamide, and hyaluronic acid added — a treatment for the body.

FRAGRANCE FREE

8 OZ

WITH RETINOL + NIACINAMIDE

100

CLEAN SCORE

SAY THIS

“It's the kind of anti-aging actives the prestige brands charge sixty dollars for — but the tallow base keeps skin comfortable instead of irritated.”

WHO BUYS IT

Shoppers asking about crepey, rough, or less-firm skin on arms and legs.

GOOD TO KNOW

Used at night, 3–4 times a week to start. Talk about the *look* of smoother, firmer, more even skin — that's what customers see. It's a cosmetic lotion, so keep it to appearance, not medical claims.

THE LINE · BALMS · FORMULAS 009 & 002

Whipped Balms



FORMULA NO. 009

Tallow Mānuka Honey Balm

A whipped, concentrated balm — grass-fed tallow and 272 MGO Mānuka honey. Just seven ingredients.

UNSCENTED

VANILLA LUXE

4 OZ

7 INGREDIENTS

97

CLEAN SCORE

SAY THIS

“It melts in the second it touches skin. Just seven ingredients — tallow and Mānuka honey do the work. Great for dry, easily irritated skin, face or body.”

WHO BUYS IT

People with very dry or reactive skin — or anyone who wants one “rescue” jar for rough spots.

GOOD TO KNOW

It's a concentrated balm, not a lotion — a little goes a long way. Two scents: *Unscented* and *Vanilla Luxe*. The shortest clean-beauty balm on the shelf.



FORMULA NO. 002

Baby + Diaper Balm

A gentle tallow-and-shea balm with calming botanicals, for a baby's most sensitive skin.

ROMAN CHAMOMILE

4 OZ

9 INGREDIENTS

DAILY-USE SAFE

100

CLEAN SCORE

SAY THIS

“A simple, gentle balm for baby's sensitive skin — tallow, shea, and calming botanicals like calendula and chamomile. Gentle enough for everyday use.”

WHO BUYS IT

New parents and gift shoppers who want a short, readable ingredient list.

GOOD TO KNOW — KEEP IT SIMPLE

Describe it as a *gentle daily balm* for the diaper area and everywhere else. It is a cosmetic balm, not a medicated diaper-rash cream — please don't tell shoppers it treats or cures a rash.

THE LINE · SUN CARE · FORMULAS 004, 006 & 007

Sun Care



FORMULA NO. 004 · SPF 50 · FACE & BODY

Tallow Mineral Sunscreen

A 100% mineral sunscreen — 25% non-nano zinc oxide on a tallow base.
Eight ingredients.

95

CLEAN SCORE

UNSCENTED

VANILLA LUXE

3.4 OZ

REEF-SAFE

WATER-RESISTANT 80 MIN

SAY THIS

“It’s 100% mineral — the zinc physically blocks the sun, no chemical filters. Only eight ingredients, and the tallow base keeps it from feeling dry.”

WHO BUYS IT

Sensitive skin, parents, and anyone who wants a clean, reef-safe sunscreen for face and body.

GOOD TO KNOW

SPF 50, broad spectrum, water-resistant 80 minutes. Tip: remind shoppers to rub it in fully — it’s the shortest mineral SPF formula in the category.



FORMULA NO. 006 / 007 · SPF 40 · FOR THE FACE

Mineral Facial Sunscreen

A lighter, face-specific mineral sunscreen made to wear every day — alone or under makeup.

93

CLEAN SCORE

UNTINTED

TINTED

1.7 OZ

WITH NIACINAMIDE + HA

SAY THIS

“This one’s light enough for your face every day and wears smooth under makeup. The Tinted version has a universal shade that cancels any white cast.”

WHO BUYS IT

Daily facial-SPF and makeup wearers — and anyone who found body sunscreen too heavy for the face.

GOOD TO KNOW

20% non-nano zinc, niacinamide and hyaluronic acid. Offer either: *Untinted* (clear finish) or *Tinted* (cancels cast).

MAKE IT EASY · SELL THE PAIR

One good pairing beats ten facts.

HIGHEST CROSS-MERCH LIFT

*The Routine Pair*Tallow Body Lotion (*any scent*) **\$28.99**Mānuka Honey Balm (*matching scent*) **\$26.99***"Lotion for every day — the balm for the rough spots."***BASKET SIZE** **\$55.98**

SPRING & SUMMER ANCHOR

*The Sun System*Tallow Mineral SPF 50 (*body*) **\$29.99**Mineral Facial SPF 40 (*face*) **\$29.99***"One for the body, a lighter one for the face."***BASKET SIZE** **\$59.98**

When a shopper picks up one product, mention its partner. It's genuinely helpful — and it lifts the sale.

KEEP THE SHELF SET

Clean + Kind is built to sit as one brand block — eleven products across three shelves. Hero lotions at eye level, balms and sunscreens in the middle, the tinted facial SPF and backstock below. Keep it faced and kept together: the unbroken brand block is what earns the tallow category its space.

IF YOU REMEMBER THREE THINGS

*i.***It's tallow.**

The closest thing to your skin's own oil — that one line handles the big question.

*ii.***Every ingredient is named.**

Short, honest formulas. Nothing on the label you'd need to look up.

*iii.***Made in the USA.**

Grass-fed, made in Michigan — and it scores 90+ clean on Yuka.

Questions from the floor? Ask your store manager, or reach us directly.

info@shopcleankind.com · shopcleankind.com · @shopcleankind

Clean & Kind LLC · Royal Oak, MI · USA

Set in calm.