



Company Facts

simplyneutral® develops and produces non-toxic, biodegradable, hypoallergenic cleaning products that work as well as conventional products, yet are safe for the environment and for people—even those who suffer from asthma, allergies, eczema, and multiple chemical sensitivities.

The products contain no fragrances, dyes, or synthetic preservatives. As a result, they produce no volatile organic compounds (VOCs) that cause air pollution. As an added bonus to the planet, the cleaners are packaged in bottles made of 100% post-consumer recycled plastic.

- simplyneutral, LLC is based in Becker, Minnesota
- Founded in 2007 by sisters-in-law Maggie Mohs and Sara Mohs
- The company sells its product online and in retail stores
- The company formulates, produces, and distributes its own cleaners and it offers an ancillary line of third-party products
- The company offers free or low-cost sustainability consulting to groups, business, and schools
- simplyneutral is a value-based business that promotes and operates towards a triple-bottom-line (people, profits, and planet)

The neutral zone

For years, consumers had to choose between the dirt-busting strength of conventional products or the safety and sustainability of natural cleaners. The “neutral zone” is a figurative place where the best of both worlds meet. simplyneutral forged its way to the neutral zone out of necessity, when co-founder Maggie Mohs developed multiple chemical sensitivities from exposure to conventional cleaning products. As a professional house cleaner, she needed a product with the cleaning muscle to get her in and out of homes quickly, yet wouldn’t cause a reaction to her sensitive skin. Unhappy with the current “green cleaners” on the market, Maggie and sister-in-law Sara Mohs set out to develop their own line of products. After months of research, working with chemists, and testing formulas, they created simplyneutral. The line of non-toxic cleaners meet the “neutral zone” criteria as they’re safe for people and the planet, yet bust through tough household dirt as well as conventional products.

About the founders

Maggie Mohs has a Bachelor of Arts degree in Speech Communications and a Human Relations Minor. She has extensive experience in the areas of sales, finance, and customer service. Previous positions at Ameristar Mortgage, Beneficial Loan and Thrift, and ING Direct lend themselves to her new responsibilities in selling simplyneutral and maintaining its finances.

Sara Mohs has a Bachelor of Science degree in Mass Communications/Advertising and a Creative Writing Minor. In her career as a copywriter, she developed corporate image, promotional, training, and user-support materials for a national audience of consumers and commercial customers. She now uses that experience to brand and promote simplyneutral.