

Company History—A Journey To The Neutral Zone

After co-founder Maggie Mohs had her second child, she decided to quit her job at ING Direct to have more time with her children. To supplement the family's income, Maggie began working part-time cleaning homes. Within just a few months, she began experiencing skin problems.

The first thing she noticed was an irritation on her left hand below her wedding ring. She had recently added an anniversary band to her ring, so she assumed the solder was causing the reaction. Next, she began experiencing dry, itchy eyes, which she chalked up to a recent eye surgery. Eventually, her skin sensitivities became so extreme, she had to quit wearing mascara, cosmetics, or any kind of scented lotion.

About the same time, Maggie's daughter was diagnosed with allergies. As Maggie began researching possible causes, she uncovered information about the effects of conventional cleaners. Within months of switching to chemical-free cleaners, Maggie's skin cleared.

Though her skin felt better, she missed the cleaning effectiveness of conventional cleaners. That's when she decided to partner with sister-in-law Sara Mohs to develop a new line of natural cleaners.

As a housecleaner, Maggie needed to get in and out of homes quickly. So, she wanted a product that could cut through grease and dirt more effectively than the other natural cleaners she tried. And, as a woman with multiple chemical sensitivities, she needed a product that wouldn't cause an outbreak on her skin.

The two women also wanted to develop a product that was gentle on the environment. It needed to biodegrade rapidly, emit no volatile organic compounds (VOCs) that cause air pollution, and come from sustainable sources.

The ideal product would fit into what Maggie and Sara called the "neutral zone"—a figurative place where the cleaning power of conventional cleaners and the safety and sustainability of natural cleaners meet.

They began by creating a "do not use" list. This included many ingredients that were found in other "green" cleaners, but didn't biodegrade as rapidly as they preferred, had the potential to be toxic when they came in contact with other compounds, or were synthetic.

Then the two worked with different chemists to find a formula that met those criteria.

The result is a line of all-natural, plant-based cleaners that fits perfectly in the "neutral zone." simplyneutral has the cleaning muscle to bust through even the toughest household dirt, yet is gentle on the environment and people with asthma, allergies, and multiple chemical sensitivities.

As an added bonus to the planet, all of the cleaners are packaged in 100% post-consumer recycled plastic bottles.