

# Recipe for success

## B.E.E. inspired



here's a young, innovative Kiwi company adding some sparkle to the competitive cleaning market with a name that tells its story. B\_E\_E – which stands for Beauty Engineered for Ever – has a mission to make environmentally-leading products so desirable and so effective you simply can't resist them.

As the name implies, it's about bringing together design (Beauty), technology (Engineered) and sustainability (For Ever), B\_E\_E general manager Brigid Hardy says. B\_E\_E has developed its range of products using the very latest in eco-technology to deliver products with superior performance. All are independently tested and proven to rival the performance of the very best, market-leading, non-green alternatives. No other eco-cleaning brand



makes such claims. The products are designed to be a pleasure to use too. Blends of essential oils combine with New Zealand Kawakawa, a healing balm used by people of the Pacific, and the very latest natural cleaning agents made from coconut, palm oil and sugar.

