



CLEANWELL BUSINESS PLATFORM

USING DESIGN THINKING TO BUILD A BUSINESS

Project Date: 2007



In a culture that is at once increasingly vigilant about germs and the value of natural ingredients, an herb-based antimicrobial that is lab-proven to kill 99.9% of harmful germs would fulfill unmet user needs.

Working with Dr. Larry Weiss, a scientist and physician with expertise in natural products, chemistry, and infection control, and a set of strategic capital partners, IDEO helped found the CleanWell brand of Ingenium products.

The first all-natural antimicrobial that meets FDA and EPA standards for germ killing efficacy, Ingenium is the effective ingredient in CleanWell hand sanitizer and hand wash, currently available at select independent pharmacy, grocery, and specialty retailers across the US as well as many Whole Foods markets.

As a non-toxic, alcohol-free alternative to competing hand sanitizers, CleanWell stands out as a school- and child-friendly solution. In addition to helping to build CleanWell's operational and manufacturing capabilities, IDEO designed the packaging and graphics for the brand's line of sprays and skin towelettes.

AWARDS

365: AIGA Annual Design Competition