



# Get **C.L.E.A.N.**<sup>®</sup>

## **CERTIFIED**



### **BY THE PEOPLE FOR THE PEOPLE**

**Dr. SHIVA, MIT PhD**

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# People Want C.L.E.A.N.<sup>®</sup> Food. They'll Pay More For It. Get Certified. Learn How.

**Why Your Business Must Get C.L.E.A.N. Food Certified** The demand for clean, transparent, and trustworthy food has never been higher. The global wellness market is valued at \$1.3 trillion, and 80% of consumers now prioritize wellness in their purchasing decisions. If your business isn't adapting to this shift, you're leaving money and market share on the table.

**Consumers Are Demanding C.L.E.A.N. Food—Are You Ready?** 75% of consumers want clean products—they're actively looking for businesses that can deliver. All consumers want the choice of clean food—if you don't offer it, your competitors will. Consumers are willing to pay 35% to 85% more for clean-certified products—this is a premium market waiting for you to tap into. Healthy eating is a top priority for 50% of consumers across all age groups—from young professionals to retirees, everyone is looking for better options. Less than 30% of consumers are satisfied with current food options—there's a massive opportunity for brands that step up with authentic, clean food certification.

**C.L.E.A.N. Certified: The Global Standard in Food Transparency** Since 2013, C.L.E.A.N. Certification has set the bar for what food should be—pure, ethical, and scientifically validated. Developed by Dr. Shiva Ayyadurai, MIT PhD, this whole engineering

systems-based approach ensures that your products meet the highest standard of trust and quality.

With thousands of products certified worldwide across beverages, packaged goods, supplements, produce, meals, and snacks, C.L.E.A.N. Certification is recognized on every continent as the gold standard for clean food.

### **What C.L.E.A.N. Certification Means for Your Business**

- **Increased Sales** – Consumers are actively looking for C.L.E.A.N.-certified brands and will pay more for products they trust.
- **Stronger Brand Loyalty** – Certification builds trust and credibility, keeping customers coming back.
- **Competitive Edge** – Stand out from competitors who can't prove their food is clean.
- **Global Recognition** – Join the top food and wellness brands certified worldwide.

The future of food is C.L.E.A.N.—is your business ready?

**Get C.L.E.A.N. Certified today and secure your place in the booming wellness economy!**

[CleanFoodCertified.org](https://CleanFoodCertified.org)

