

Hello Klean^{HK}



Beauty solutions for your water.





A NOTE FROM THE FOUNDER

Welcome to the first edition of Hello Klean: Filtered—your go-to source for everything you need to know about water and beauty. At Hello Klean, we know the struggle! Hard water's sneaky damage can throw your routine off balance—leaving your skin dry, your hair dull, and your products working overtime.

We've been there, and that's why Hello Klean exists: to help you break free from hard water's damaging effects, so your hair and skin can get back to how they used to be. In this issue, we're debunking myths and giving you the 101 on fixing your water so you can reclaim your beauty routine.

**DO YOU
KNOW
HOW
DIRTY
YOUR
WATER
IS?**



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Every time you shower, heavy minerals, metals and other impurities sneak into your routine and wreak havoc on your hair and skin. Think tight, itchy skin, dry scalps and damaged hair.

Fix your water. Reclaim your beauty routine.

The Filter Effect

Our shower filters use a 2-step circular filtration system that reduces minerals, chlorine, heavy metals and pollutants in your water so they don't overstay their welcome and harm your hair and skin.

The Klean Complex™

Our beauty products pack our breakthrough Klean Complex™ technology that binds and removes minerals and heavy metals, unleashing your water's true potential. Hard water is neutralised, skin and hair is balanced and protected.





IS YOUR WATER WORTHY?



It's not just hard water and chlorine causing damage, everything from pesticides, arsenic, copper, and lead can make their way into our water through water systems and old pipes.



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① The UK was ranked the worst for bathing water quality in 2020.

② 85% of homes in the U.S. have hard water.

③ Hawaii has some of the softest water in the world.

④ 75% of Europe has hard water.

Our shower filters help protect your hair and skin with powerful filtration that uses KDF 55, amino acid granules, and activated carbon to wick away impurities in your water—leaving you with softer, healthier skin.

22%

It's invisible, but it's everywhere—hard water is wreaking havoc on your beauty routine without you even realising it. With +60% of the UK experiencing moderate to very hard water, and over 85% of U.S. homes affected, hard water damage is more common than you think.

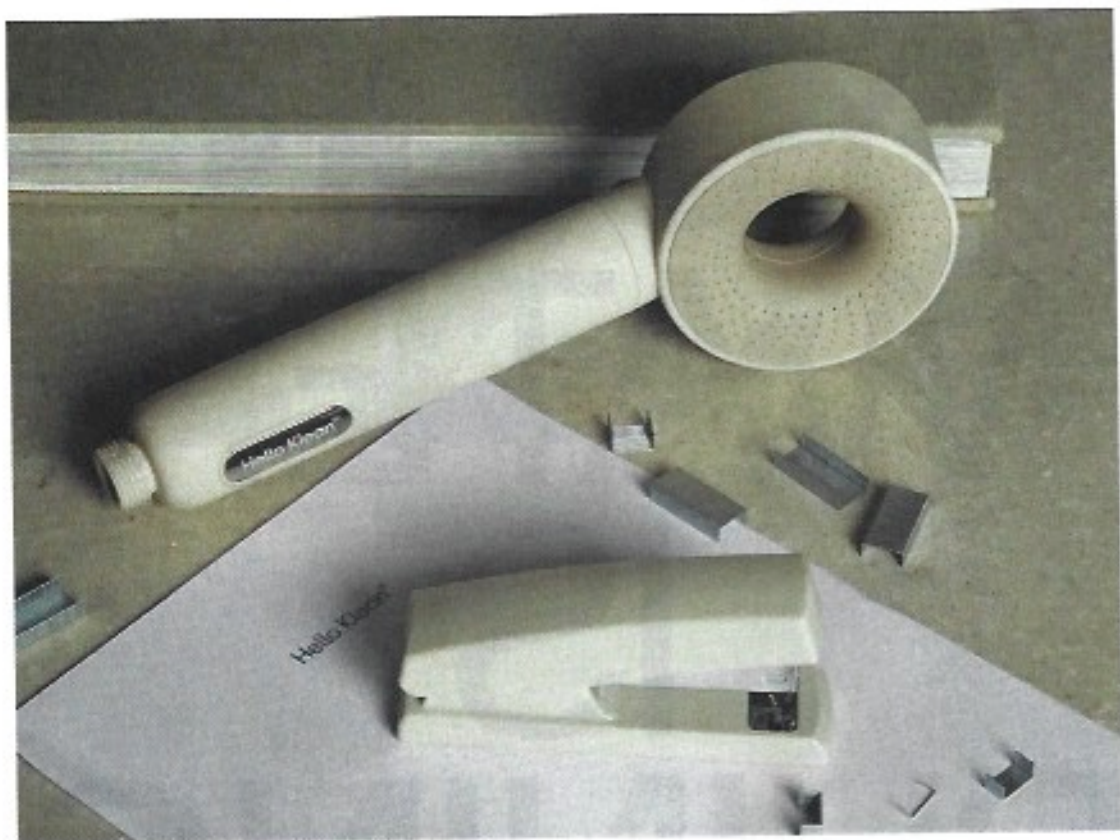
Hard water is packed with excess minerals like calcium and magnesium. These minerals bind to soap and surfactants, preventing them from foaming properly and leaving behind a stubborn, insoluble residue—better known as soap scum. This film builds up on your skin and scalp, leading to clogged pores, product buildup, and irritation.

But that's not all. Hard water is alkaline, meaning it can raise your skin's pH beyond its natural acidic state. The result? A study led by Dr. Carsten Flohr of St. John's Institute of Dermatology reveals that hard water damages our protective skin barrier. And it's not just a weakened skin barrier, it also causes excess moisture loss, and increased sensitivity to irritants.

In fact, researchers at the UK Biobank discovered that people in hard water areas have a 22% higher risk of developing dry skin. And it gets worse; another UK study by medical journal, *Lancet*, found that children in hard water areas were 50% more likely to develop eczema than those living with softer water.

"PEOPLE IN HARD WATER AREAS HAVE A 22% HIGHER
RISK OF DEVELOPING DRY SKIN"

**YOUR
WATER
IS
RUINING
YOUR
HAIR+
SKIN**



The Hello Klean Shower Head removes over 90% of chlorine and heavy metals like copper, iron and lead that build up on your hair and skin and cause damage.

How the shower head works:

(KDF 55)

Reduces iron, lead and mercury for safer showers. Neutralises chlorine, leaving skin soft, not stripped.

(AMINO ACID GRANULES)

Reduce damaging metals to protect hair and skin. Keeps natural oils intact while neutralising harmful elements.

(ACTIVATED CARBON)

Traps contaminants for odour-free showers. Removes chlorine and chemicals that dry skin and hair.



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① Remove the old shower head

② Attach the Hello Klean Shower Head to the hose

③ Run the water for 30 seconds

④ Untap better hair and skin

**RESET
YOUR
BEAUTY
ROUTINE
AT
THE
SOURCE**



02 RAIN SHOWER



03 SHOWER FILTER



01 HANDHELD HEAD

04

Shower type:
Handheld

Feels like:
A spa-like
shower

Lasts for:
3 months for
2 persons

What It Does:
Reduces heavy
metals and
chlorine. Boosts
water pressure
by up to x2

05

Shower type:
Wall-mounted

Feels like:
A refreshing
waterfall

Lasts for:
3 months for
2 persons

What It Does:
Reduces heavy
metals and
chlorine. Boosts
water pressure
by up to x2

06

Shower type:
Electric + in line

Feels like:
A soothing,
gentle stream

Lasts for:
3 months for
2 persons

What It Does:
Reduces heavy
metals and
chlorine.

19%

You just moved apartment—maybe even to a new country—and you noticed your hair started shedding more? You're not alone. The culprit for your fallout might be flowing straight from your shower head.

The truth is, your water might be loaded with heavy metals, and calcium and magnesium, which create an invisible film over your scalp and strands, blocking follicles and affecting hair health. The result? Hair that becomes brittle, weak, and prone to breakage. Add chlorine into the mix, and you're not just drying out your hair—you're accelerating shedding, dullness, and scalp irritation.

MEET THE ANTI-THINNING SHAMPOO THAT
REDUCES HAIR FALL BY 19%



But here's the good news: you don't have to accept excess hair fall as inevitable. There are a couple of small changes that can give instant and long-term results.

A powerful anti-hair shedding combination includes filtering your water to ensure chlorine, heavy metals, and rust are reduced, and using a hair formula specifically designed to neutralise hair-damaging minerals.

How it works:

(ASTAXANTHIN)

To protect hair follicles,

(BIOGREN)

To boost keratin,

(KERAN COMPLEX™)

To neutralise minerals, chlorine and heavy metals,

(AMINEXIL)

To reduce thinning and boost hair density.



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Think your water's harmless? Think again. Hard water is loaded with heavy metals and minerals, like calcium and magnesium, that coat each strand with an invisible film, making it harder for shampoo and conditioner to do their job. The result? Dryness, breakage, and split ends. We're breaking down why fighting hard water is your fastest way to sleeker, smoother, and healthier locks.

The truth is, hard water might be doing more damage to your hair than you realise. A 30-day study published by the International Journal of Dermatology revealed that hair washed in hard water didn't just look dull, it suffered structural damage at a microscopic level. Researchers found that strands exposed to hard water had a ruffled appearance, a compromised cuticle surface, and decreased thickness compared to hair washed in softer water.

Why does this happen? Hard water is loaded with calcium and magnesium ions. These minerals don't just rinse out—they cling to the hair shaft, creating a stubborn layer of buildup that blocks moisture from penetrating the hair. Over time, this leads to dryness, brittleness, and—invariably—breakage.

The weakened cuticle also leaves hair more vulnerable to mechanical damage from brushing, styling, and towel-drying. While the effects aren't always obvious at first, the long-term impact can be significant. Thinner strands, increased shedding, and lackluster hair become the new normal—unless you break the cycle. The solution? A two-step approach: filter your shower water and use products specifically designed to detoxify your scalp and strands.



+17% THICKER HAIR IN 14 WEEKS



Put a pause on breakage with the Full Length Anti-Breakage Shampoo that removes hard water buildup and smooths strands while restoring strength, hydration, and pH balance for healthier hair.

How it works:

ACTIVATED CHARCOAL

Detoxifies and removes buildup on your scalp.

LIQORIC ROOT

Strengthens and hydrates your hair.

TACTIC ACID

Gently exfoliates the scalp and reduces frizz.

WILEN COMPLEX™

Neutralises minerals and balances pH.

65%

24

You've just stepped out of the salon, your hair looks vibrant, glossy, and fresh. But fast forward a few washes, and the shine has dulled, your blonde has turned brassy, or your rich brunette has faded into a shadow of its former self. Sound familiar? Your water might be the culprit.

Save hundreds on your hair colour with this affordable fix: Smooth Talk Dark Hair Anti-Fading Conditioner and Smooth Talk Light Hair Anti-Fading Conditioner, both individually developed to target unwanted tones in light or dark hair that are amplified by unwanted minerals and metals in your water. Both conditioners also intensely nourish and moisturise your locks, leaving you with smooth, soft hair.

+65% IMPROVED COLOUR RETENTION WITH THE SMOOTH TALK
DARK HAIR + LIGHT HAIR ANTI-FADING CONDITIONER



The science behind colour fade

Hard water is packed with minerals like calcium, magnesium, iron, and manganese. While they're harmless for drinking, they wreak havoc on your hair. These minerals cling to the hair shaft, blocking colour from fully penetrating the cuticle. The result? Uneven dye results, faster fading, and, for blondes, an orange tint. Darker hair also contains more red and orange undertones, which are harder to lift during bleaching.

The hard water effect

It's not just about colour fade. Hard water minerals form a stubborn layer over each strand, making hair feel dry, brittle, and harder to manage. Hard water might be invisible, but its impact on your hair colour is crystal clear. Protect your strands, so you can push your next colour appointment an extra month and save yourself some cash.

What it does for dark hair:
Reduces orange tones.

What it does for light hair:
Reduces yellow tones.



How to protect your hair colour:

Install a Shower Filter

The Hello Klean Shower Filter removes iron, manganese, and other minerals, preventing brassy tones and colour fade at the source.

Use a colour-safe, hard water shampoo

Opt for formulas designed to detox hair from mineral buildup while protecting your shade with deeply nourishing ingredients.

How Smooth Talk works:

WHEAT MUSHROOM

Boosts scalp circulation and shields hair from free radicals.

ROSE OF JERICHU

Protects against UV damage, locks in moisture, and prevents breakage.

KEEF PROTEIN

Reduces frizz and leaves your hair shiny and smooth.

VELLAR COMPLEX™

Neutralises minerals and heavy metals that mess with your colour.



**DON'T
BLAME
YOUR
SCALP
FOR
DRYNESS**

Dandruff is one of those frustrating issues that most of us deal with at some point in our lives. You've probably tried every shampoo and maybe even tried changing your diet.

The fact is, there's a common enemy that often gets overlooked—your water. Hard water, in particular, is packed with calcium and magnesium, which creates buildup on the scalp, blocking moisture and irritating the skin. This dryness can trigger flaking, itching, and even worsen conditions like seborrheic dermatitis.

To make matters worse, hard water minerals interfere with shampoo performance, leaving behind residue that clogs hair follicles and disrupts the scalp's natural balance. The result? More flakes, more itch, and an endless cycle of scalp stress.

The fix? Filter your shower water. The Hello Klean Shower Filter removes over 90% of chlorine and heavy metals like copper, iron, and lead—the hidden irritants behind stubborn dandruff. Pair it with a clarifying shampoo that neutralizes mineral residue to keep your scalp clean, balanced, and flake-free.

How it works:

(APPLE CIDER VINEGAR)

To dissolve hard water buildup and soothe irritation.

(PHETIC ACID)

To remove calcium and magnesium buildup.

(FERMENTED RICE WATER)

To hydrate and soften your scalp and hair.

(SWEET ALMOND EXTRACT)

To strengthen damaged hair.



Got those rough, bumpy patches on your arms or thighs? Strawberry skin on your legs? If those persistent little bumps keep showing up uninvited, you've probably tried every lotion, scrub, and serum out there. But what if the problem isn't your skin? Those bumps—keratosis pilaris, also referred to as KP—might be being made worse by your water.



What is Keratosis Pilaris?
KP, also sometimes referred to as "chicken skin," is caused by a buildup of keratin—a protein that protects the skin—that blocks hair follicles and leads to rough, red, or white bumps. While it's harmless, it can be frustratingly hard to get rid of.

**Hard Water, Chlorine, and KP:
A Rough Combination**

Hard water is loaded with minerals and metals that leave behind an invisible residue on your skin. This disrupts your skin barrier, making it harder for moisture to absorb and leaving skin drier and rougher. The buildup of minerals can also clog pores, preventing natural exfoliation and making KP bumps even more pronounced.



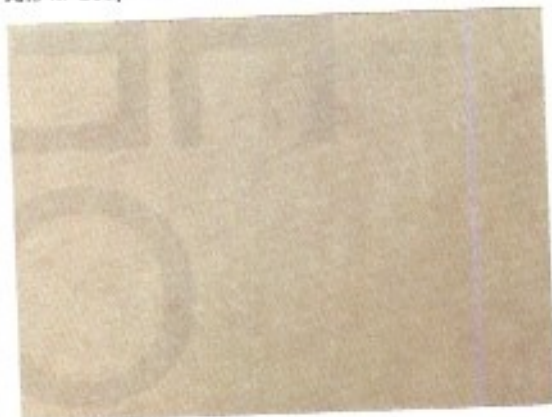
Your KP Saviour

The good news is, KP can be improved with formulas that clear hard water build-up, strengthen the skin barrier, and decongest clogged pores with gentle exfoliants. Add in a shower filter, and you'll see results in no time.

**Before Blank Space
Anti-KP Body Wash**



**After Blank Space
Anti-KP Body Wash**



**YOUR
3-STEP
FIX TO
FIGHT
KP
HEAD
ON**

Step 1
Shower Head



Removes over 90% of chlorine and heavy metals like copper, iron and lead, that build up on your hair and skin and cause damage.

What's inside:

(KIF-ES)
(AMINO ACID SPANULLS)
(ACTIVATED CARBON)

Step 2
Blank Space Anti-KP
Body Wash



For bumpy skin that won't budge, Blank Space is your solution. This bi-phase body wash clears buildup, neutralises minerals, and smooths out rough-feeling skin post-shower.

What's inside:

(MATCHA)
(1% NATIONARED)
(BENZOYL PEROXIDE)
(KIFAN COMPLETE)

Step 3
Cool Down Anti-Buildup
Body Lotion



For congestion-prone skin battling hard water, Cool Down is your go-to. This prebiotic cooling lotion provides lightweight hydration and instant relief.

What's inside:

(1% CENTELLA ASIATICA EXTRACT)
(1% TRIOLEIN MUSHROOM)
(PREBIOTIC)
(KIFAN COMPLETE)

88%

40

Your skin isn't problematic, your water is. For years, beauty lovers have blamed everything from diet to expensive skincare for dry skin, irritation, and stubborn breakouts. But what if the real culprit has been your water all along?

The truth is, hard water is high in minerals like calcium and magnesium that coat the skin with a stubborn residue that prevents cleansers, serums and moisturisers from doing their job. And chances are, if you live in the UK, the U.S., the GCC, or many European countries, you're being impacted by hard water and chlorine.

Dermatologists reveal that the biggest issue with hard water is that it raises the skin's pH and throws it off balance. Research from King's College London found that hard water disrupts the skin barrier, making it more prone to dryness, irritation, and even conditions like eczema. The solution? Protect yourself with a shower filter that removes chlorine and other impurities, and formulas that neutralise minerals and heavy metals to balance the skin.

REDUCE SKIN SENSITIVITY BY 88% AND
HYDRATE FOR 12+ HOURS WITH PRESS RESET

Cold Cream Anti-Dryness Body Cream

Hard water strips. Cold Cream restores. This rich, barrier-strengthening formula instantly soothes dryness, redness, and irritation while hydrating for 12+ hours.

Powered by Probiotics, Centella Asiatica extract, and Cacao Seed Butter, it locks in moisture and shields against harsh water irritation on your skin.

Press Reset Anti-Dryness Body Wash

This soothing bi-phase formula defends against hard water damage while hydrating and strengthening your skin's natural barrier.

Just shake to activate, and let Kombucha, Centella Asiatica, and PHA restore balance and bring relief to tight and sensitised skin.



Dry skin vs. dehydrated skin

(DRY SKIN)

- A true skin type
- Small, invisible pores
- Visible skin flakes
- Determined by genetics, age or hormones

(DEHYDRATED SKIN)

- Compromised skin barrier
- Irritation and redness
- Lack of water in skin
- A temporary state

(SHARP SYMPTOMS)

- Dull skin
- Tight, itchy feeling

THE HARSH WATER DIARIES

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The Hello Klean filter
is a game changer!

Laura W

The Hello Klean Shower Head has been a game changer for me. The water where I live was making me miserable as it irritated my skin so badly. Before a friend recommended I try Hello Klean, I was having to wash my hair and face over a bath with a drinking water filter because when I showered my hair was a frizzy mess and my skin was red and blotchy. The Hello Klean Filter has made such a positive difference to my everyday life!

Brilliant invention,
I love it.

Caroline M

Easy to replace. My water quality is very hard and chalky in Bedfordshire. Using a Hello Klean Shower Head has made a world of a difference to my hair and to my skin. Wouldn't be without it.



**Miracle
body wash.**

Karolina Z

Works absolute wonders for KP. I've used it for just under a week and wow, I can definitely see the results. My skin is less bumpy and irritated, not as dry and the redness that bothered me so much has significantly gone down. I used to hate the way my skin looked because of KP, but now, even after a long day I can still see the effects of this body wash on my skin. I ordered it not having any expectations, but I'm impressed and this will become a regular in my routine.

**Lifesaving for people
with sensitive skin.**

Abby T

These were a literal life saver while I was in the South of England for 4 months. I discovered my skin was allergic to the hard water and I would develop rashes after my showers. With Hello Klean's shower head and cartridges, my skin calmed down.