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Clean Habits, a leading-edge cleaning products company, is excited to announce its official launch in North America, bringing a new level of cleanliness and safety to homes across the continent.

With a mission to “clean the heck out of almost every surface in your house,” Clean Habits uses non-toxic ingredients to eliminate bacteria for up to five days. Leveraging the patented Synbio technology, the products combine nature and science through synbiotics—a first-ever blend of prebiotics and probiotics. Probiotics defeat germs while prebiotics feed them, ensuring long-lasting protection for up to five days.

“We’re thrilled to introduce Synbio Technology to North America,” said Kristy Phillips, Founder and Managing Partner of Synbio Concept. “Our products offer a deeper, longer-lasting clean that promotes a safer, healthier environment for families and pets. Cleaning should be a positive experience, not a toxic one.”

Clean Habits aims to redefine cleanliness using proven biology instead of harsh chemicals. The initial product lineup includes multi-purpose sprays, kitchen and bathroom cleaners, pet stain removers, drain cleaners, laundry detergents, and floor cleaners. Each product offers lasting, bacteria-reducing cleaning power while being gentle on surfaces and the environment.

Backed by a 5-Day Clean Promise, Clean Habits guarantees its products will continue to clean and protect surfaces for up to five days after application where most become inactive after 30 minutes.

“We’re not just launching a cleaning line - we’re starting a movement,” added Kristy. “Everyone deserves a cleaner, healthier, and happier life, and we’re committed to making that a reality at home, work, and beyond.”

Clean Habits products are now available online and will soon be in major retailers across North America.

For more information, visit www.getcleanhabits.com.

About Synbio Concept

Synbio Concept, LLC. is the parent company of Clean Habits, a cleaning products line dedicated to providing safer, longer-lasting cleaning solutions across North America. With

its patented Synbio technology and commitment to innovation and customer satisfaction, Clean Habits is revolutionizing how we clean and care for families, pets, and the environment.

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About HeiQ Chrisal:

HeiQ Chrisal, a leading biotech company founded in Lommel, Belgium, in 1989, has been at the forefront of synbiotic innovation and product development. The company's patented HeiQ Synbio technology uses 100% natural synbiotic ingredients, a unique combination of pre and probiotics, to create a range of beneficial products for cleaning, personal care, animal care, water treatment, and textiles. Scientific studies have shown that the company's products are effective in reducing antimicrobial resistance.

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