

Nature's Guide to Kosher Clean

From laundry, to kitchen, to Seder tabletop,
make your Pesach prep a breeze.



Wake up to a life free from nasties and full of good nature.

This Pesach add some bright, colourful natural goodness to your every day – just the thing for those arduous, back-breaking efforts and uninspiring chore churning days of darn it all, that make chores an absolute bore.

Our ingenious, vegan approved and powerful future-friendly cleaning range leaves your home sparkling with an all-natural, essential oil infused, anti-bacterial and anti-microbe clean without the use of any toxins or harsh chemicals.

Unquestionably effective, natural cleaning products that clean like heck and smell like heaven – ensuring every inch of your home, from your kitchen counter to Seder tabletop is healthier, more natural and completely toxin-free with our unmatched SoPure whole-earth range.

Healthy homes. Healthy people.
Healthy planet.

so
pure
nature's laboratory

Healthy cleaning for happy people and healthy homes.

Our revolutionary and versatile household products are merciless on germs. Gentle on all surfaces and skin. Kind to everyone and the planet.



A mild cleanser with a big personality. From fridge to the pantry, from sink to oven tops and taps this is your new best friend, the enemy of all things grime. Simply spray on and wipe off with a dry cloth.



A heavy-duty cream cleaner with a bit of grit and lots of soul. All that's needed is a bucket of warm water, a clean lappie and a bit of elbow grease. Great for anything that needs a polish like leather or buff out tiny scratches on a car.



Spray, wipe and sparkle in two easy steps. A no-brainer for windows, glasses and mirrors. Experience absolute clarity that is streak-free and fume-free even after drying.



Breathe easy with this handy little helper. Simply spritz on beds, carpets, linen and curtains. Use as often as you feel you need to. A single application lasts for up to two weeks of easy breathing.



Unleash an orange orchard in your home. Supreme cleanliness and degreasing capacity from floor to wall. The perfect companion as you prepare for bedikat chameitz.



The only mint-infused bathroom cleaner around. The ultimate clean machine for bathroom bugs and every preggy mommy's nausea-combating bestie. Simply spray, scrub and rinse.

Kosher clean kitchens

As you prepare to rid your home of chametz, our ingenious vegan approved kitchen formulas are power packed to lift the heavy dirtiness so that you don't have to.



Unleashing creativity in the kitchen, our air-light cleaner packs a heavy-duty punch. It's the only disinfectant you need for those food-born bugs. Simply spray, wipe and rinse to release a fresh orange trail of heavenly goodness.



Every parent's car and handbag companion. An edible, rinse-free disinfectant that obliterates pesticides on contact, eliminating harmful germs, bacteria and yeasts. No need to wipe or rinse - simply spray and eat.



Ditch the toxic and switch over to a healthier, grease-cutting and grime busting formula that leaves your dishes sparkling without affecting your taste buds. Simply squirt into warm water, mix for fabulous foam, wash and rinse.

Make the switch over from nasty toxic products to chemical-free whole-earth goodness. Our auto-dish gel seamlessly cuts through grease, stubborn food and residue leaving your dishes dazzling. No tablet or rinse aid required.



Our kitchen revolutionizer is a fast acting, fume-free, non-caustic formula containing a natural abrasive that removes even the toughest build up, leaving your oven sparkling clean with very little effort. Simply spray, scrub and rinse.

From garage grime, to roasting pans, to your 3 year old's picasso-inspired artwork on the wall – this power packed, heavy-duty cleaner does it all. Requires a bit of muscle, some water and your favourite scrubber.

Happy laundry



Launder your best-loved garments and household fabrics with our ahh-mazing orange fresh, plant-based formulas that are gentle on fabrics and tough on dirt and stains – keeping whites white and colours bright.

Whether you're washing by hand or machine, our 4-in-1 concentrated laundry liquid is ideal for all – from old to young, to fur babies and everybody in between. Our orange fresh formula is gentle on skin and fabrics, fights tough dirt and stains with every wash while keeping whites white and colours bright.



Make clothes, towels and linens soft enough to cuddle. Our freshly scented botanical formula is packed with static reducing added softness. After all – even your laundry needs some TLC.



Give your laundry a citrus fresh burst of sunshine. Our anti-bacterial, anti-allergen, ahh-mazing wash degrades the build up of moulds and mildews. It's a must have for anybody who suffers from allergies.



Take the pain out of removing the stain with our liquid gold formulation. Be it mud, blood, pasta sauce or poop this miracle worker will have you pondering, "Where have you been all my life!"



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