

ABC's Shark Tank Investors Hooked by Better Life Natural Household Cleaning Products

Better Life proves all-purpose can also mean natural.

St. Louis, MO (November 5, 2013) – On Friday, November 1, Better Life®, a line of natural household cleaning products, faced the “Sharks” on ABC’s Shark Tank with hopes of inspiring one or more of the show’s celebrity investors to propose a deal. The “Sharks”, all venture capitalists, battled each other for a chance to partner with Better Life, and their playfully branded products that have no warning labels and help consumers have a clean house and a clean conscience.

Co-founders of Better Life, Tim Barklage and Kevin Tibbs, wowed the “Sharks” with a showdown between their what-EVER!® all-purpose cleaner and a national leading brand of conventional cleaner. what-EVER!® won the battle cleaning up a dirty granite surface smeared with raw chicken. Better Life’s Even the Kitchen Sink® scrubber fascinated everyone when it removed dried-on spray paint from a piece of ceramic tile. The “Sharks” were impressed by the natural cleaning products and the offers started to fly.

One of the “Sharks” even took to Twitter, tweeting, “Love the presentation and the sales! I smell a shark fight coming!”

Barklage and Tibbs went in asking for \$400,000 for 7% equity, and ended up accepting \$400,000 for a 17% stake, which drops to 7% after paying back the investment. As soon as the segment aired, the orders began to roll in from people who love the idea of cleaning their homes without chemicals.

Better Life started when Barklage (Co-Founder/Chief Idealist) and Tibbs (Co-Founder/Mad Skilled Scientist), were both new dads watching their babies crawl on the floor and put their little fingers in their mouths – dust, dirt, cleaning product residue and all. A light bulb went off and they realized there has to be a way to put their brains and talents together to develop a line of safe household cleaning products. They began discussing the dangers of traditional cleaners and the toxic residues those cleaners leave behind. Barklage challenged Tibbs, an innovative formulation chemist, to create a new line of natural, green, safe cleaning products that are unbeatable in both safety and performance. The result was a line of household products that keep people, pets and the planet safe, while leaving the competition in the dust.

“Better Life was founded with a mission to create household cleaning products that are unmatched in safety and unbeatable in performance,” said Barklage. “We develop all of our products in-house, so we can be sure what we are creating is the safest and best performing, without compromise.”

From all-purpose cleaner, to wood cleaner and glass cleaner, to lotions, hand soap and produce wash, Better Life’s products are plant derived and cruelty, fragrance, sulfate and petroleum free. Better Life also keeps it fun with brightly colored packaging and creative, whimsical names, such as I Can See Clearly, WOW!® and TAKE IT FOR GRANITE®.

Better Life has created products with unbeatable performance. what-EVER!® natural, all-purpose cleaner is safe on any washable non-porous surface. Use it to clean out the fridge, your shower, and anything else that needs a wipe-down. Pair what-EVER!® with Better Life’s Even the Kitchen Sink® natural cleansing scrubber, and you have an unstoppable duo! Together they even remove that “artwork” your kids decided to do on the wall. Alone, the powerful yet gentle scrubber works magic to keep all your surfaces shiny and protected—without scratching.

Their best-selling Simply Floored!® eliminates the bucket, just squirt and mop, making it easy to do quick clean-ups or wall-to-wall mopping. It is safe on all hard surface floors including wood, stone tile, and laminate. Starting this month, Better Life will expand their natural product line even more, to laundry. Spin-Credible™, natural laundry detergent will safely and powerfully clean clothes, without harmful chemicals.

“Customers contact us letting us know how excited they are to clean now and that our products do what they say—clean safely!” said Barklage. “They feel happy knowing their families are safe from harsh chemicals and their conscience is clean because they are helping the environment.”

Better Life products are proven to work better than conventional brands. Since they don't use dyes, alcohols, synthetic fragrances, sulfates, and other irritants, they are also more people-safe and environmentally friendly than their competitors.

Better Life products are sold nationally at Whole Foods, and at local stores throughout the U.S. All products are also available at various online retailers and at the company's site, cleanhappens.com.

About Better Life

Better Life® is a line of plant derived, natural cleaning products. It was started in 2007 by Tim Barklage and Kevin Tibbs, life-long friends and first time parents. Featuring a full product line of all-purpose cleaners, specialty surface cleaners, soaps and lotions, Better Life's mission is to create products that are completely safe and unbeatable in performance. Better Life's products are free of synthetic fragrance, cruelty, sulfates and petroleum. All products are made in the USA. For more information please visit cleanhappens.com.