



“

Clean Label Project Certification is one of the most important certifications a food or beverage brand can achieve. It provides consumers with trusted, third-party validation that a product has been rigorously tested for contaminants they cannot see.

”



Science You Can Trust. Better Choices for Families.



“Chlorophyll Water® is a pioneer of the chlorophyll beverage category, combining ultra-purified water with chlorophyll derived from alfalfa and essential vegan vitamins A, B12, C and D.”



CHLOROPHYLL
WATER®



THE CHALLENGE

“The bottled water category has traditionally lacked meaningful transparency around product purity and potential environmental contaminants. Consumers are increasingly questioning what is actually in the water they drink and seeking independent verification beyond marketing claims.”



THE CLP IMPACT

“The impact of Clean Label Project Certification has been immeasurable. Becoming America’s first bottled water to achieve the certification established Chlorophyll Water® as a leader in transparency, purity and product integrity. As consumers increasingly seek clean-label products and trusted third-party testing, the certification provides meaningful confidence to customers, retailers and distributors while clearly differentiating Chlorophyll Water® within the bottled water category.”