



cure®



“When you make hydration products, or any products, for kids, the bar should be higher. Clean Label Project Certification gives us an independent way to put the standards we’ve set for Cure Kids to the test and bring even more transparency to what goes into our products.”



cure[®]



THE CHALLENGE

“There are a lot of claims when it comes to children’s wellness products, and parents shouldn’t have to decode a label to understand what they’re actually giving their kids.”



THE CLP IMPACT

“Clean Label Project Certification puts independent proof behind our standards through additional testing, giving parents one more reason to feel confident about what their kids are drinking when they reach for Cure Kids.”