

clean
label
PROJECT®
Clean. Pure. Science.



“
IQBAR's partnership with Clean Label Project is critical to our mission of combatting "dirty" and/or ultra-processed foods that make up the Standard American Diet. It's more important than ever that consumers can quickly identify - and consistently choose - clean products. CLP helps them do that.that make up the Standard American Diet. It's more important than ever that consumers can quickly identify - and consistently choose - clean products. CLP helps them do that.
”



Science You Can Trust.
Better Choices for
Families.



IQBAR exists to provide
superior nutrition to doers.
Our products center on clean,
functional, delicious
ingredients that fuel
the mind and body.



THE CHALLENGE

Distinguishing "clean" vs "dirty" products has never been harder for consumers. Pretty packaging, opaque ingredient lists, and minimal product testing requirements make it hard for consumers to objectively evaluate any given item in the grocery store.

Protocols like those from the Clean Label Project cut through the noise and provide consumers with the objective product quality answers they need.



THE CLP IMPACT

Having the Clean Label Project seal on our packaging has been immensely impactful for us.

Before, consumers had to scrutinize our label and make certain educated guesses to trust our commitment to clean nutrition. Now they can quickly reference the CLP insignia to know our products are rigorously tested and pass the strictest cleanliness protocols.