



Read the Label

L O N D O N

Natural household care range



Natural Household Care

Read/the/label

EVERYDAY, NATURAL  
MULTI-SURFACE SPRAY  
WITH PURE ESSENTIAL OILS



Bergamot &  
Grosso Lavender

CLEANSES AND FRESHENS

Plant powered/naturally good

Toxin FREE

BROCHURE 2022

It is true to say that having a personal reason for launching a brand makes its journey to success even sweeter. When my wife started having health problems, I couldn't understand what was going on and it was only after several rounds of consultations and testing that her hormone imbalances were diagnosed. This was not only a turning point for me personally but it also became the catalyst professionally.

I became so much more aware of our lifestyle choices - what we were eating, improving sleeping habits, avoiding triggers like stress and heightened interest in what products we used both on our skin and around the home.

My research showed that so many household products contain endocrine disrupting chemicals which either mimic hormones or interfere with hormonal functions in the body.

One of the most common is BPA, which mimic oestrogen and cause hormonal imbalances. Other common ones include parabens and triclosan. These additives are a base in many cleaning products like dish washing liquids and laundry liquids.

So when I struggled to find a range of products that would help my wife, both in terms of ingredients and aesthetic appeal, I decided it was time to take matters into my own hands and launch my own!

It was key that his range would be SLS FREE, SLES FREE and PARABEN FREE. I wanted all the products to not only clean effectively, but also to be gentle on the skin, kind to the planet and look naturally luxurious.

**Read the label London** was born....

Hayden x



Natural Household Care

Read/the/label

**ORGANIC HAND & BODY WASH**  
WITH PURE ESSENTIAL OILS



**Eucalyptus Dives  
& Geranium**

GENTLY CLEANSSES, MOISTURISES  
& SOOTHES

**Plant powered/naturally good**



300ml / 10.1 fl. OZ.

300ml / 10.1 fl. OZ.



Our products benefit from plant powered formulations scented with only the very best mood enhancing, stress relieving organic essential oils. The team spends hours selecting unique combinations of ingredients – many locally sourced and organically grown from the county of Surrey in England.

We spent over 18 months working with the chemistry department of imperial college university of London conducting extensive trials to create formulations that did not trigger any **hazards**. Each product has been carefully formulated to include the maximum dosage of essential oils allowed before triggering any unwanted hazards.

Launched in September 2021, Read The Label London has been gaining tremendous momentum through direct sales channels and selected retail accounts internationally.

Since launch the trend for sales has been increasing rapidly month on month across all SKUs. Our Water-closet Droplets have fast become a market leader both in terms of their innovation and performance.

Our key accounts include **Wholefoods market, Planet organic, Galleries Lafayette, Coop..** To name but a few.

Our natural range is being distributed across 12 international territories and has a growing presence in the UK through independent retailers and direct sales. Read the label London is one of the hottest household cleaning brands for 2022!



Our Special  
**ESSENTIAL OIL GUIDE**

**GERANIUM**

Geranium Essential Oil reduces feelings of stress, anxiety, sadness, fatigue, and tension, enhances concentration, improves cognitive function, and balances the emotions as well as the hormones.



**BASIL**

Oil has a warm, spicy, yet herbal aroma to help reduce anxious feelings. Basil provides great benefits to both the mind and body due to its high linalool content.



**LAVENDER**

Essential oil is one of the most popular essential oils – a multi-functional oil doing relaxation and often considered to help with anxiety, insomnia, nausea and fungal infections.



**BERGAMOT**

A study in 2013 found it can relieve depression, anxiety, and other mood disorders by signaling the brain to release dopamine and serotonin.



**PATCHOULI**

Easily recognized for its sweet, rich, musky fragrance, Patchouli is regularly used in the perfume industry as well as in scented products such as laundry detergents and air fresheners.



**YLANG YLANG**

It has been found in research to boost mood and self-esteem, help alleviate anxiety and thanks to its natural component linalool, the oil also has antibacterial, antifungal, and anti-inflammatory properties.



## **NATURAL LAUNDRY LIQUID AND FABRIC SOFTENER**

Our team of experts, have spent months fine tuning the formulations of our new look natural laundry liquid and Fabric Softeners to ensure they have the perfect balance of ingredients and dosage of essential oils to help keep hormones in equilibrium and to help avoid allergic reactions or hazards including for those with sensitive skin.

This fabulous range of laundry products cleans effectively, smells great and acts as a natural moth repellent - helping to keep fabric fibres luxuriously soft and deliver incredible freshness.

### **FEATURES & BENEFITS**

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- 1.40 incredible washes per 1000ml bottle
- 2.Two stunning SKUs - Bergamot & Grosso Lavender and Eucalyptus Dives & Geranium with its balsamic woody and minty undertones
- 3.Each SKU fragranced with especially selected organic essential oils – both aid wellbeing and provide calming and uplifting properties as well as cleansing and purifying benefits
- 4.Locally sourced artisan suppliers made in the UK
- 5.Formulated using a mild non aggressive builder made from **Chicory roots**, the liquid breaks down the harsh water salts that cause wear in the fabric.
- 6.The liquid also contains **Saponaria Officianalis** extract (a perennial plant from the carnation family), that acts as a delicate cleanser and is extremely gentle on sensitive skin
- 7.Completely Vegan and sustainable
- 8.No products are ever tested on animals
- 9.The packaging is made from 100% recyclable materials.
- 10.Free from SLS, SLES and parabens
- 11.Gentle on the skin and aids in keeping hormones balanced



Natural Household Care  
**Read/the/label**

**NATURAL FABRIC SOFTENER**  
WITH PURE ESSENTIAL OILS



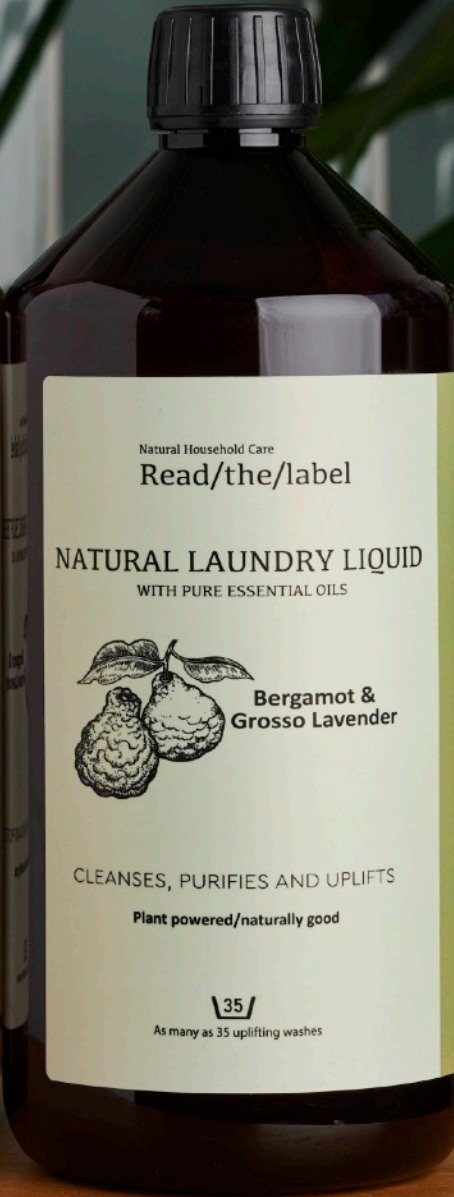
**Bergamot &  
Grosso Lavender**

SOFTENS, FRESHENS AND PROTECTS

Plant powered/naturally good

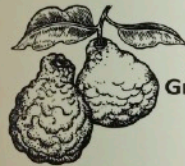
**35/**

As many as 35 uplifting washes



Natural Household Care  
**Read/the/label**

**NATURAL LAUNDRY LIQUID**  
WITH PURE ESSENTIAL OILS



**Bergamot &  
Grosso Lavender**

CLEANSSES, PURIFIES AND UPLIFTS

Plant powered/naturally good

**35/**

As many as 35 uplifting washes

## **NATURAL WASHING UP LIQUID**

Many of us rely on our dishwashers more than ever, but we all still need a bottle of washing-up liquid in our sink cupboard.

Regular use of traditional washing-up liquids can lead to dry skin while submerging hands in chemical based products may lead to hormonal imbalances and sensitisation. Our ***New handcrafted*** duo of washing up liquids are chemical-free and perfectly blended and balanced with the finest pure essential oil scents to ensure they only have positive effects on your wellbeing. Not only that, they cut through grease and grime, smell lovely and look super chic.

### **FEATURES & BENEFITS**

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- 1.Natural Foam Boosting ingredients derived from coconut oil
- 2.Two stunning scents - Bergamot & Grosso Lavender and Eucalyptus Dives & Geranium with its balsamic woody and minty undertones
- 3.Each SKU fragranced with especially selected organic essential oils – both aid wellbeing and provide calming and uplifting properties as well as cleansing and purifying benefits
- 4.Locally sourced artisan suppliers made in the UK
- 5.Formulated using ***all natural Paraben-free preservative.***
- 6.Completely Vegan and sustainable
- 7.No products are ever tested on animals
- 8.The packaging is made from 100% recyclable materials.
- 9.Free from SLS, SLES and parabens
- 10.Gentle on the skin and aids in keeping hormones balanced



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**NATURAL WASHING UP LIQUID**  
WITH PURE ESSENTIAL OILS



**Eucalyptus Dives  
& Geranium**

DE-GREASES, CLEANSSES AND FRESHENS

**Plant powered/naturally good**

Non drying - for sensitive skin

## **NATURAL MULTI-SURFACE SPRAY**

With surface cleaning reaching new heights during the Covid era, we need to make sure that what we use in our homes is not only effective but also reduces waste and limits our exposure to nasty chemicals which can trigger allergic reactions, hormone imbalances and sensitivities.

Our highly effective duo of plant powered Multi Surface Cleaners have been skilfully blended with four pure essential oils at optimal levels to avoid triggering skin reactions. The pure essential oil formulation also provides positive effects on the wellbeing combining great fragrance without compromise on performance. The packaging looks great too!

### **FEATURES & BENEFITS**

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1. Biodegradable natural solvent that boosts cleaning power
2. Two stunning scents - Bergamot & Grosso Lavender and Eucalyptus Dives & Geranium with its balsamic woody and minty undertones
3. Each SKU fragranced with especially selected organic essential oils – both aid wellbeing and provide calming and uplifting properties as well as cleansing and purifying benefits
4. Locally sourced artisan suppliers made in the UK
5. Formulated using ***all natural Paraben-free preservative.***
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**Eucalyptus Dives  
& Geranium**

CLEANSES AND FRESHENS

**Plant powered/naturally good**

Toxin FREE

## **ORGANIC HAND & BODY WASH**

Our hand crafted organic **Hand & Body Wash** is scented with four pure essential oils that work together in perfect harmony to not only smell lovely but also to effectively clean without the use of any nasty chemicals that can strip our skin of its moisture, cause sensitivities, allergic reactions and hormonal imbalances.

The chic pump 100% recyclable packaging is the perfect and stylish addition to your kitchen and bathroom sink.

### **FEATURES & BENEFITS**

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- 1.Organic soap base made with sunflower and coconut oils
- 2.Two stunning scents - Bergamot & Grosso Lavender and Eucalyptus Dives & Geranium with its balsamic woody and minty undertones
- 3.Each SKU fragranced with especially selected organic essential oils – both aid wellbeing and provide calming and uplifting properties as well as cleansing and purifying benefits
- 4.Locally sourced artisan suppliers made in the UK
- 5.Formulated especially **for sensitive skin.**
- 6.Completely Vegan and sustainable
- 7.No products are ever tested on animals
- 8.The packaging is made from 100% recyclable materials.
- 9.Free from SLS, SLES and parabens
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ORGANIC HAND & BODY WASH  
WITH PURE ESSENTIAL OILS



Bergamot &  
Grosso Lavender

GENTLY CLEANSES, MOISTURISES  
& SOOTHES

naturally good

1.0 OZ

## **NATURAL WATER-CLOSET DROPLETS**

A gift for your bathroom...

The ultimate room in the house in need of cleansing is usually the toilet and cloakroom. Our Sicilian Lemon Water-closet Droplets is a new and innovative product to help reduce odours – a *fantastic* & natural alternative to chemical heavy air fresheners, sprays and toilet cleansers.

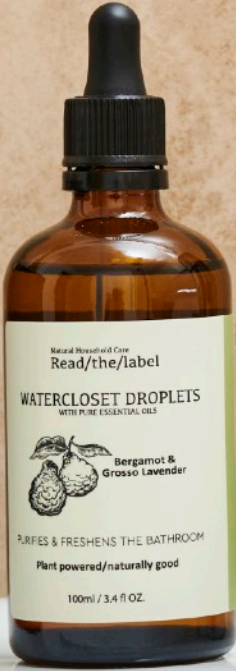
We recommend 6-7 drops in the toilet bowl to neutralise odours. An additional 4-5 drops in the bathroom sink will amplify the aroma.

Presented in in apothecary glass bottles with a glass pipette.

### **FEATURES & BENEFITS**

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1. Effective & innovative natural means of scenting the bathroom.
2. Two stunning scents - Bergamot & Grosso Lavender and Eucalyptus Dives & Geranium with its balsamic woody and minty undertones
3. Each SKU fragranced with especially selected organic essential oils – both aid wellbeing and provide calming and uplifting properties as well as cleansing and purifying benefits
4. Locally sourced artisan suppliers made in the UK
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The New Read the label London range comprises nine SKUs – including six laundry care variants, two stunning hand and body washes and one essential oil based toilet freshener - Water-closet Droplets!

### ***Natural Laundry Care***

- Natural laundry liquid - Bergamot & Grosso Lavender
- Natural laundry liquid - Eucalyptus Dives & Geranium
- Natural fabric softener - Bergamot & Grosso Lavender
- Natural fabric softener - Eucalyptus Dives & Geranium

### ***Natural Home Cleaning Care***

- Natural Washing up liquid - Bergamot & Grosso Lavender
- Natural Washing up liquid - Eucalyptus Dives & Geranium
- Natural Multi-surface cleaner - Bergamot & Grosso Lavender
- Natural Multi-surface cleaner - Eucalyptus Dives & Geranium

### ***Natural Hand & Body Care***

- Organic Hand and Body Wash - Bergamot & Grosso Lavender
- Organic Hand & Body Wash - Eucalyptus Dives & Geranium

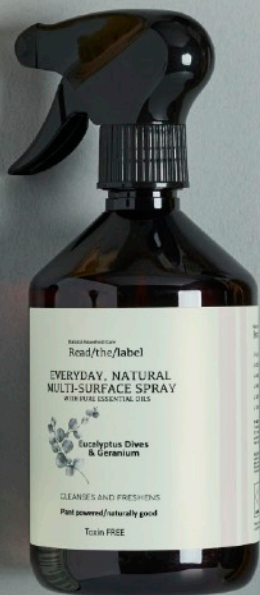
### ***Natural Bathroom Care***

- Natural Water-closet Droplets - Bergamot & Grosso Lavender



ON YINWVZ?







Natural Laundry liquid  
Eucalyptus Dives & geranium  
**Product code: RTL001**  
Capacity: 1000ml  
Dimensions: 88mm x 219mm  
Weight: 1.02kg



Natural Laundry liquid  
Bergamot & Grosso Lavender  
**Product code: RTL002**  
Capacity: 1000ml  
Dimensions: 88mm x 219mm  
Weight: 1.02kg



Natural Fabric Softener  
Eucalyptus Dives & geranium  
**Product code: RTL004**  
Capacity: 1000ml  
Dimensions: 88mm x 219mm  
Weight: 1.34kg



Natural Fabric Softener  
Bergamot & Grosso Lavender  
**Product code: RTL005**  
Capacity: 1000ml  
Dimensions: 88mm x 219mm  
Weight: 1.34kg



Organic Hand & Body Wash  
Eucalyptus Dives & geranium  
**Product code: RTL010**  
Capacity: 300ml  
Dimensions: 64mm x 138mm  
Weight: 0.30Kg



Organic Hand & Body Wash  
Bergamot & Grosso Lavender  
**Product code: RTL011**  
Capacity: 300ml  
Dimensions: 64mm x 138mm  
Weight: 0.30Kg



Natural Washing up liquid  
Eucalyptus Dives & geranium  
**Product code: RTL013**  
Capacity: 500ml  
Dimensions: 79mm x 153mm  
Weight: 0.5kg



Natural Washing up liquid  
Bergamot & Grosso lavender  
**Product code: RTL014**  
Capacity: 500ml  
Dimensions: 79mm x 153mm  
Weight: 0.5kg



Natural Multi-surface cleaner  
Eucalyptus Dives & geranium  
**Product code: RTL016**  
Capacity: 500ml  
Dimensions: 79mm x 173mm  
Weight: 0.52kg



Natural Multi-surface cleaner  
Bergamot & Grosso Lavender  
**Product code: RTL017**  
Capacity: 500ml  
Dimensions: 79mm x 173mm  
Weight: 0.52kg



Natural Water-closet Droplets  
Eucalyptus Dives & geranium  
**Product code: RTL019**  
Capacity: 100ml  
Dimensions: 45mm x 138mm  
Weight: 0.10Kg



Natural Water-closet Droplets  
Bergamot & Grosso Lavender  
**Product code: RTL020**  
Capacity: 100ml  
Dimensions: 45mm x 138mm  
Weight: 0.10Kg

# Experts in Gifting

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We like to know our clients so please drop us a line or an email and let us know a bit more about you and the store that you buy for. Our friendly team can help direct you to items that we think would sell strongly for you. For pricing please refer to the separate spreadsheet. Pricing and invoicing is available in GBP / EUR / USD, please ensure that you let your account manager know which currency you'd like to work in.

Our products are warehoused in the UK and we ship internationally using UPS / DHL or specialist freight companies. Information on our shipping terms can be found in the wholesale section of our website, along with copies of our terms of business.

Please ensure that prior to ordering you have read and understood these. There are some restrictions on where we allow products to be sold

## OEM Bespoke & Private Label

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We've had the opportunity to work with some fantastic clients on both co-branded and fully bespoke projects. We are essentially a design house and can offer completely unique gift sets in your branding. If you would like more information, please get in touch.

### CONTACT

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SALES TEAM & BESPOKE ENQUIRIES  
[info@readthelabellondon.com](mailto:info@readthelabellondon.com)

ACCOUNTS  
Lucinda Williams | Financial Controller  
[accounts@vanillablanc.co.uk](mailto:accounts@vanillablanc.co.uk)

PRESS  
Lara Turner-Tompkins | Head of PR  
[lara@vanillablanc.co.uk](mailto:lara@vanillablanc.co.uk)

CALL US  
+44 (0) 333 772 0673

WRITE TO US  
Vanilla Blanc Ltd  
Unit 28 Trade City | Avro Way | Weybridge | KT13 0YF

ONLINE  
[www.readthelabellondon.com](http://www.readthelabellondon.com)