

**PH
IZZ** x **CleanHub**

Phizz

Minimising Impact,
Maximising Health



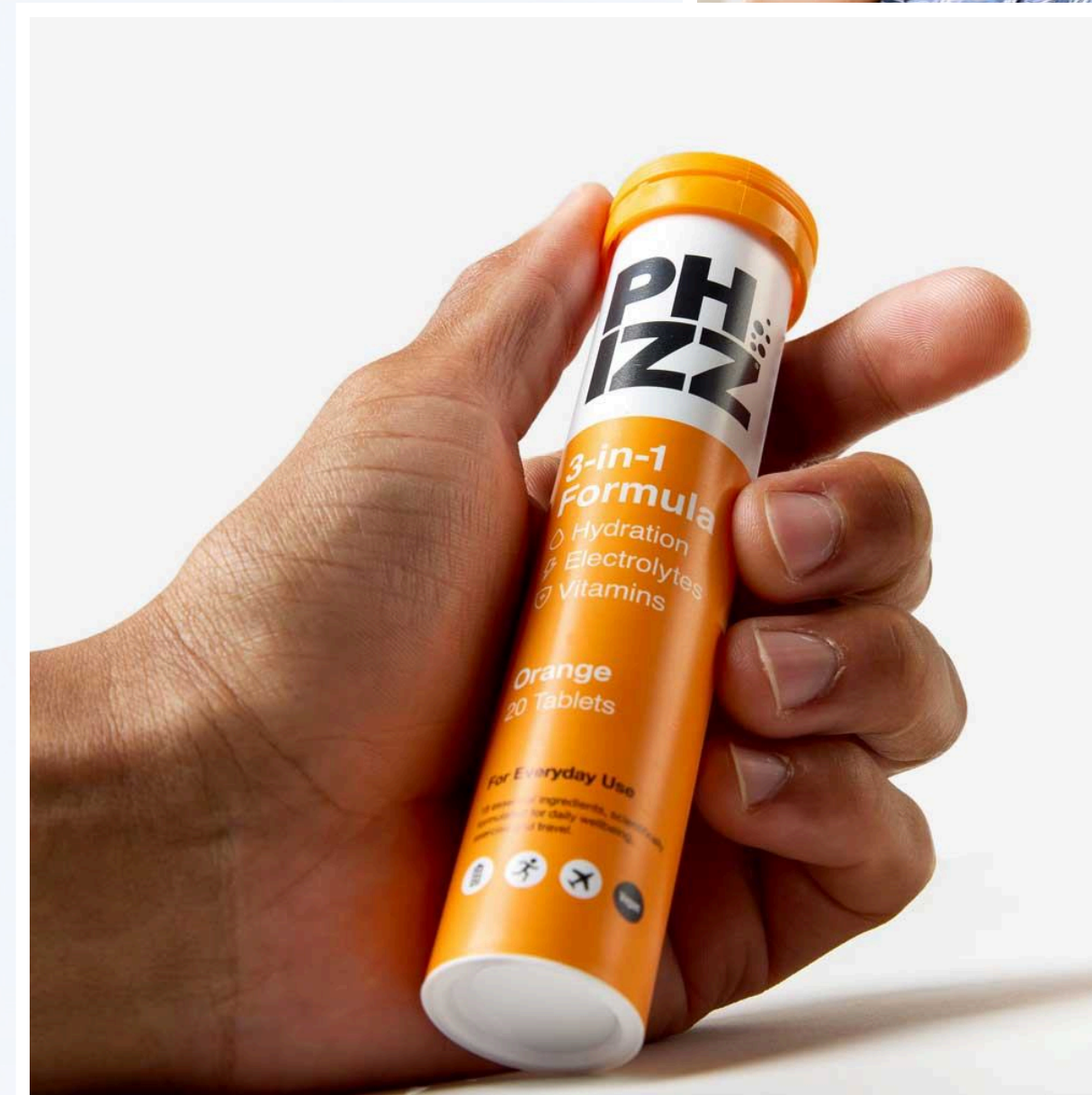
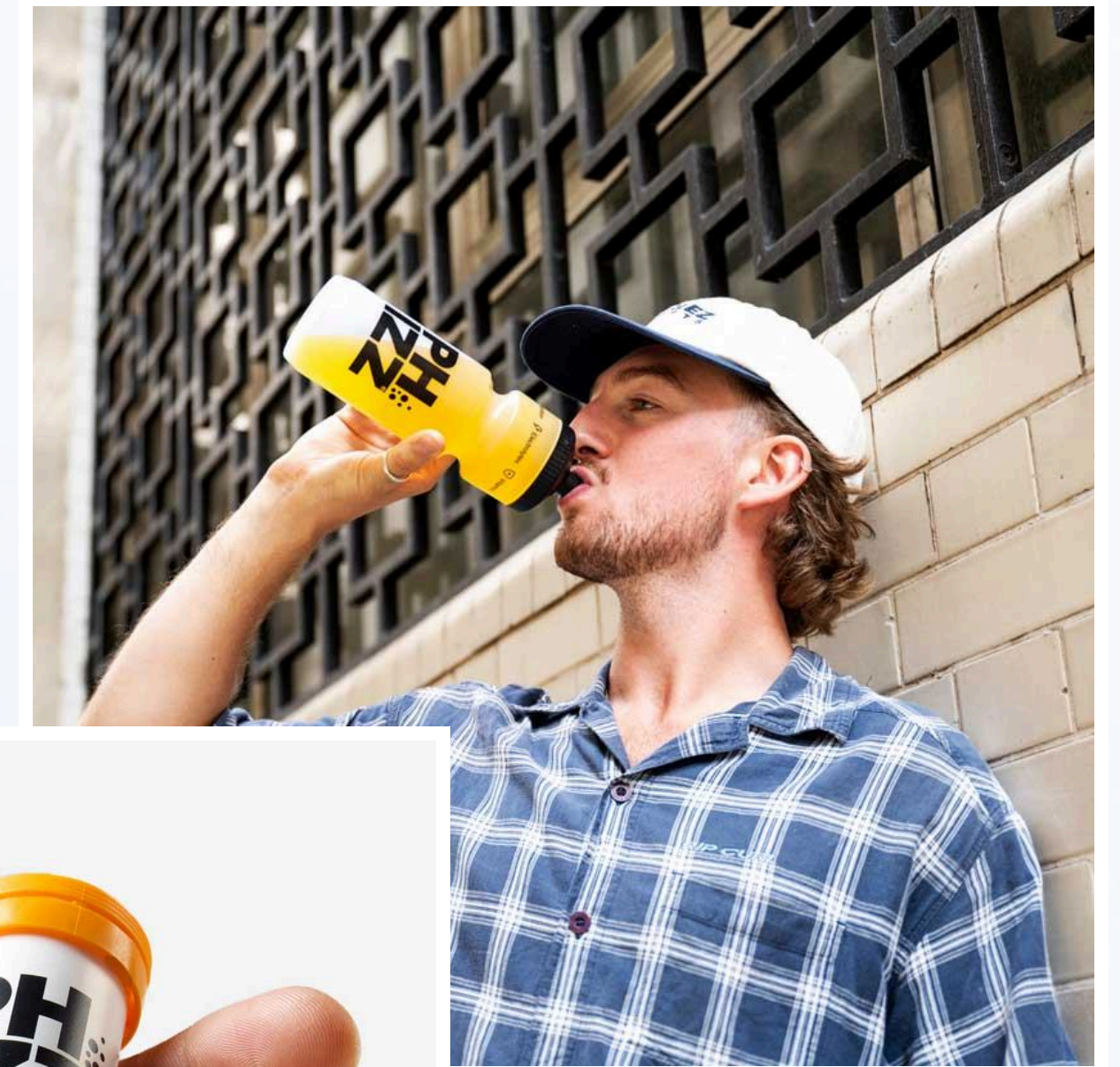
Meet Phizz

Phizz is a supplement brand on a mission to make people feel better through the power of hydration. The award-winning UK brand specialises in dissolvable tablets, which are packed with essential nutrients that deliver enhanced hydration and a wealth of health benefits.

Co-founded by neuroscientists, the science-backed tablets have taken the UK market by storm and are now expanding across the European marketplace. And, part of its success hinges on the brand's dedication to sustainability — a core pillar for the team since its founding in 2015.

Not only is Phizz the fastest-growing effervescent brand in the UK, but it's also the only plastic-positive brand on the market (meaning it removes more plastic from the environment than it produces). Its commitment to plastic reduction and waste management has helped the brand attract conscious customers and even secure a place on retail shelves.

But that's just the beginning. Phizz has big plans for sustainability, and its successful partnership with CleanHub helps achieve this. We're thrilled to share the brand's inspiring story as Phizz revolutionises the effervescent market — one plastic collection at a time.



PC: Phizz

The need for action

Like other parts of the world, the UK is failing to combat the planet's plastic crisis. The country's plastic recycling rate is just 17%, and researchers have found that UK households throw away 1.7 billion pieces of plastic a week.

It's no secret that most plastic pollution ends up in our oceans or landfills, which has a massive impact on the environment and human health. Given that Phizz focuses on making people feel good in their bodies, the team simply couldn't ignore the role that the plastic crisis plays in this.

However, Phizz also faced a unique challenge: its effervescent (fizzy and dissolving in water) product must be packed in plastic to ensure protection. Alternative materials, like cardboard, could lead to moisture seeping into the tablets, damaging the products before they're even sold. Although its packaging tubes are 100% recyclable, the team realised they could still improve further to help the planet and decided to act.

"We have to be housed in plastic for efficacy reasons," said Olivia Morrison, Head of Marketing at Phizz, explaining that exposure to water or dampness would make its products unviable.

She added: "We realised that, as a brand, we have to be responsible that we are housed in plastic and that we should be working to offset at a very minimum what we do."

Partnering with CleanHub allowed Phizz to take action without compromising its products. For every Phizz product sold, 1.5 times its weight in plastic waste is collected and recycled through CleanHub, meaning it won't enter our oceans.

With the tagline "minimise your impact, maximise your health," Phizz is able to help its customers feel good and do good at the same time.

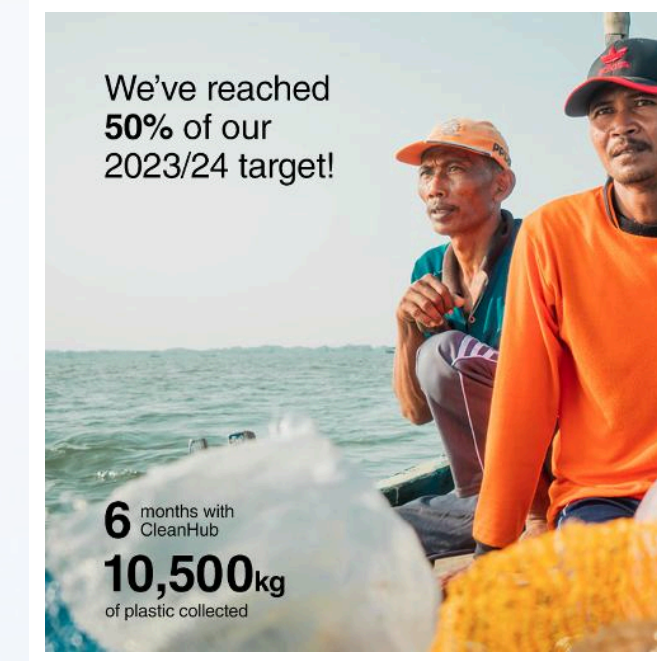


PC: @phizz / Instagram

Phizz's environmental impact

"Sustainability has always been part of the brand," Phizz's team said. "We don't see a world where we're not committed to it, and we'll only ever increase our commitment."

Phizz's commitment to the planet is driven by its close partnership with CleanHub, funding worldwide plastic waste collection and recycling programs. Although we only teamed up in 2023, Phizz's plastic collection efforts have already had a long-lasting effect on the environment and local communities on the front lines of our planet's plastic crisis.



2023

Between 2023 and 2024, Phizz removed 21,000 kilograms (kg) of plastic waste from the environment — that's equivalent to **2,100,000 plastic bottles!**

Working with collection hubs in India, Indonesia, and Cambodia, Phizz supports local women's empowerment groups and funds local community recycling points, further helping the communities involved with CleanHub's collections.

At CleanHub, we also provide every client with an Impact Report so they can see all the results for themselves.

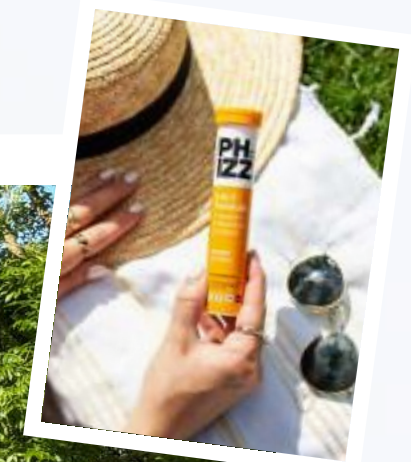
"I think it's really amazing that we have access to this information... it's not common in the industry to really understand the areas and the impact," Olivia said.



2024

The brand is on track to match last year's collection rate, aiming to recover **68,015 kg** of plastic trash from coastal communities.

Aside from its plastic collection initiatives, Phizz is also working on several other environmental initiatives, such as launching sustainable point-of-sale (POS) units in stores, hosting recycling events in its office, and sharing social media campaigns to empower and educate consumers about their role in a circular economy.



Phizz team at CleanHub's London Litter Pickup 2024

The power of the plastic collection tracker

Before working with us, Phizz relied on another plastic collection partner to support the brand's environmental initiatives. The brand switched to CleanHub in 2023, wanting more transparency and information about its impact.

"You guys are very transparent with how you work. We understand where the plastic's been collected, who you're working with, and what that does for the local communities," Olivia told us.

For Phizz, leveraging a **real-time tracker** alongside photographic evidence of the plastic collections helped the brand connect with its community, and increase transparency about its sustainability efforts.

"The great thing about being partnered with CleanHub is this tracker and the fact that we can go onto a dashboard and understand more about where we are in our commitment journey," Olivia said, adding they can share the information "really transparently with our consumers."

This information has been crucial in Phizz's marketing, which involved email campaigns and social media posts. To celebrate World Oceans Day, Phizz also shared a reel that went behind the scenes of their litter-picking initiative in Regent's Canal, London, showcasing their hands-on approach to sustainability.



Sustainability as a market edge

For Phizz, sustainability has also been a key to securing shelf space in UK retail stores. The brand is now listed in almost every retailer in the UK, helping to spread awareness about brand's mission among British shoppers.

While UK supermarkets still produce over 800,000 tonnes of plastic packaging each year, most are reducing their reliance on plastic.

For example, Tesco, Phizz's biggest retail partner, has reportedly removed 2.2 billion pieces of plastic from its operations between 2019 and 2023.

"UK retailers are becoming increasingly vigilant about the amount of plastic and packaging used by manufacturers. Many brands use secondary and even tertiary packaging [outermost packaging layer that protects products in shipping], which we steer well clear from," said Tom Langley, part of Phizz's shopper marketing team.

In addition to eliminating unnecessary packaging and collaborating with local manufacturers to cut supply chain emissions, Phizz is engaging with in-store customers. Its latest project features a Point Of Sale display, made entirely of sustainable wood — a first in this market that exceeds most existing retail guidelines.

Although it's more expensive than a plastic display, the team agreed it was "the right thing to do" in the hopes of setting a new sustainable industry standard.



A commitment to a sustainable future

From the start, Phizz's focus on sustainability has helped them gain an edge in a competitive market.

Co-founder Daniel Cray said he'll forever be grateful for Phizz's first national distribution deal with Sainsbury's. It signals a growing trend among major retailers investing in smaller, impactful brands.

Sainsbury's 'future brands' program is just one example of efforts to bring challenger brands onto shelves.

Cray told us: "I think that is a great initiative of them having that priority, wanting to have mission-led disruptive brands come in because... they know there's a customer that's looking for that."

Despite stiff competition in the effervescent space, Phizz also remains true to its broader sustainability goals. "We could easily put our product in a secondary box to make it look bigger and catch more eyes, but we choose not to," Cray added, pointing out that despite competitors using more packaging, they remain committed to championing a product category that minimises consumption.

These elements have helped Phizz grow, attracting conscious consumers and increasing demand. So, alongside expanding into wider markets and launching new products, Phizz has big plans for its sustainability journey moving forward.

"We want to make sure that we're keeping sustainability at the core of what we're doing," said Olivia Morrison, acknowledging that some brands find it challenging to find a balance between growth and environmental commitments.

The next step of Phizz's mission is to educate more customers about the benefits of its products and the environment. The team is doing this by redesigning its website and creating a 'hydration hub' that will give customers a better understanding of their health and wider environmental impact.

They're also excited to get involved with more CleanHub events. For example, the team from Phizz recently joined us at EarthFest in London, where they gave out 200 Phizz products as a reward for people completing plastic collection challenges.

Be part of the CleanHub community

"It's about having CleanHub built fundamentally into your plan, versus saying 'we're here with CleanHub'. You need it as like a core fundamental pillar."

— Olivia Morrison, Head of Marketing at Phizz

Phizz is a plastic pollution advocate inspiring customers to think about their health and wellbeing, as well as the planet. The brand's partnership with CleanHub is integral to making this happen, allowing them to clearly communicate its impact with shoppers.

More than 2 billion people around the world lack access to proper waste management, and our partners are helping us change that.

We've already helped recover 9,529,204 kg of ocean bound waste and connected 225,587 households to waste management systems (as of July 2024). We couldn't have done this without partners like Phizz.

