



CLEAN LIVING

with Michelle

Better for you, Better for the Planet

TSC
Product Lab,
a div of The Skinny Chef, Inc.



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Plant Milker

Better for you, Better for the Plant

Clean Living with Michelle is a NEW brand focused on innovative, sustainable, clean, plant-based products.

Certified Plant-Based Chef, Michelle Carolla is committed to educating consumers on how they can live a healthy, lower-footprint lifestyle that's fun and simple.



"We are thrilled to introduce our new brand and the exciting Plant Milker," said Michelle.

"Our goal is to inspire and empower individuals to embrace a plant-based lifestyle with confidence and ease. With our innovative products, we aim to make plant-based living accessible to everyone."

The Clean Living with Michelle brand is launching
with the *Clean Living Plant Milker!*

-The Milker delivers a seamless and efficient process for creating delicious, homemade plant milk at home.

The milker's size, intuitive design & user-friendly features make it a standout in the market, setting a new standard for innovation in the dairy-free sector.

A promotional image for the Clean Living Plant Milker. The central focus is a white, ribbed electric milk maker with a digital display and buttons. Surrounding it are ingredients for plant milk: a bowl of almonds, a bowl of coconut flakes, a wooden spoon with nuts, and a glass of finished milk. The background is a solid teal color. Text elements include the brand name 'CLEAN LIVING with Michelle' in the top left, the slogan 'Milk PLANTS NOT COWS' in large white letters, and the product name 'Plant Milker' and tagline 'Better for you, Better for the Plant' at the bottom. A 'TSC Product Lab' logo is in the bottom left corner.

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Milk PLANTS
NOT COWS

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Product Lab

Plant Milker

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The Plant Milker Benefits

- Create plant-based milk from a variety of ingredients at home
- Just a few simple ingredients, in a few minutes.
- Eliminate dairy milk and creamers
- Drink a clean product.
- Pay pennies a serving
- Lower the global environmental impact.

- Produces 33.8oz of plant milk from almost anything a consumer chooses: oat, almond, cashew, macadamia, coconut, and more.
- Replace your tea kettle with the hot water feature
- A built-in smoothie function

Why Plant-Based?

- The global plant-based food market reached 42.86B USD in 2023 and will expand to 87.12B USD by 2032 (precedenceresearch.com).
- Plant-based milk leads the way as the most popular plant-based products.
- US- # of PB jumped 300% since '08 AND 600% since '20
- Global PB Food Market to hit \$15B by 2027
- Global PB Fashion Market reached \$396B in 2019
- Millennials/Gen Z -largest Buying Power-Demand - PB/Clean/Sustainable
- ShelfNow -Vegetarian products +156% and Vegan +150% from '20-'21
- Survey of 22 countries-72% avoid chemicals in food
- Flexitarians make up 90% of all PB food sales
- Global PB snack mkt-31.8B in '22 and 73.6B by '32

Look for more items to come:

- Prep/Storage systems**
- Washable Paper Bags**
- Plant-Based Snacks**
- Plant-Based Foods**
- RTG Drinks**

**Watch for the brand online,
in stores and on HSN!**

Let's Connect!

**@Cleanlivingwithmichelle
on all major platforms**

**For more information/interviews/bookings:
support@cleanlivingwithmichelle.com**