

because you care

Olivia Bou Anton probably never imagined that her journey into parenthood would lead her to launch a sustainable home care brand. But during the COVID-19 lockdown in Dubai, a seed of an idea was born. "I was a mom of two young children, just six months and two years old at the time. Like everyone, I had time to slow down – and I started to check all my household products. One day, I started reading the label of my detergent, and realised I didn't recognize any of the ingredients," Olivia recalls.

Concerned about what chemicals were being applied to her children's skin, Olivia began researching and soon discovered that many common household cleaning products contained toxic ingredients. Unable to find an alternative on the market that she was happy to use, Olivia decided to create her own.

"I started creating it in my own kitchen," says Olivia and adds, "I used traditional French Marseille soap my grandmother used, and combined it with bicarbonate and soda ash – just three biodegradable ingredients. And after many trials, I found a recipe that worked, which was toxin-free and biodegradable."

Encouraged by her results, Olivia launched **Because You Care** in March 2022, debuting her detergent at a market hosted by the Alliance Française. "People were telling me they had been searching for a product like this in the UAE for a long time." Since then, her products have been available for purchase online, with a convenient subscription model.

But, this wasn't enough. From the beginning, Olivia had a long-term vision. "Ever since I started this project, I wanted to apply for the Spinneys Local Business Incubator Programme – and wanted to win. I was waiting until I felt

confident and had a strong customer base." All her online clients, she says, were also asking when her products would be available on Spinneys' shelves. And now, this dream will soon come to fruition.

Looking ahead, she plans to expand the product range in the household category, with plenty of ideas of where the brand can go. And the name 'Because You Care' perfectly describes the brand's mission. "I wanted a name that was not limited to detergent because I knew that one day I would expand the range. That's when I asked myself, 'Why am I doing this? What is my mission behind this?' My mission is to protect my children's health because I care about them – so if you are like me, you will do the same – because you care."



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