

BRITA Makes First-Ever Beauty Investment, Backing Hello Klean to Scale Shower Filtration Worldwide

After six decades as one of the leading companies in water optimization, BRITA takes a minority stake in the UK-based brand, as shower filtration emerges as one of beauty's fastest-growing categories.

LONDON, UK — [March 10, 2026] — Hello Klean, the London-based brand that pioneered shower filtration as a beauty category, today announces a strategic investment from the BRITA Group, marking the 60-year-old water filtration giant's first-ever move into beauty and personal care. BRITA will take a minority stake with an option to acquire a majority position over time. Terms are undisclosed.

Hello Klean will stay completely independent and continue to be led by co-founders Karlee Zhang and Omer Ozener. The partnership brings together BRITA's six decades of filtration science — including R&D infrastructure, ISO-certified testing facilities, and a multitude of filtration innovations — with Hello Klean's consumer brand, product design, and category-defining approach to water-optimised beauty.

The Business

Hello Klean was created to solve an invisible everyday problem: impurities in shower water that quietly affect hair and skin.

The founders saw a gap between bulky water-softening systems and the low-quality filters that have long defined the category, and built a design-led, lab-tested alternative that could fit seamlessly into any bathroom.

Since appearing on Dragons' Den, Hello Klean has grown from £900K revenue in 2022 to double digit million in 2025, while remaining bootstrapped and profitable. 75% of its sales come from subscriptions, with 80,000+ active subscribers and over 1.2 million products sold to date.

Stocked at Selfridges, Sephora, Cult Beauty, and Ounass in the Gulf Region, Hello Klean is the only shower filtration brand with a meaningful presence in prestige beauty retail. Unlike hardware-only players in the category, Hello Klean has also developed a line of water-optimised hair, scalp, and body products featuring its proprietary Klean Complex™.

The Category

Two of the fastest-growing markets — shower filtration and personal care — are converging around water quality. Hello Klean differentiates by treating water quality as a core performance variable. Hard water affects over 85% of homes in the United States, more than 60% in the United Kingdom, and a similar proportion across Europe and the Middle East, yet it remains the most overlooked barrier to product performance. It is the missing variable that explains why high-quality haircare and skincare still underperform for millions of consumers worldwide.

Why BRITA, Why Now

This is BRITA's first investment in beauty and personal care. The partnership brings together two distinct capabilities: Hello Klean's direct-to-consumer brand expertise — including a digitally native growth engine, a highly engaged social community, and a subscription model with over 75% recurring revenue — and BRITA's six decades of filtration science, including R&D infrastructure, ISO-certified testing facilities, and a multitude of filtration innovations.

The partnership accelerates Hello Klean's ambition to build the definitive shower filtration brand worldwide, with investment priorities spanning next-generation filtration products and international expansion from the brand's UK and European base.

For BRITA, the partnership represents a strategic entry into the huge global beauty industry through a brand that has already proven product-market fit, consumer demand, and a scalable subscription model.

Quotes

Karlee Zhang, Co-Founder and CMO of Hello Klean: "We built this category before anyone was paying attention. When we started, 'shower filtration' wasn't a beauty conversation, it was a plumbing one. We started with £60k and our own bathroom, won Dragons' Den, and proved the model works. BRITA saw what we saw early: that water is the first ingredient in every routine, and most people are fighting against it."

Omer Ozener, Co-Founder and CEO of Hello Klean: "We grew to double digit million revenue without a single pound of external equity funding. We didn't take BRITA investment because we needed money, we took it because BRITA brings something money can't buy: six decades of filtration IP, global manufacturing, and the scientific credibility to scale this category. Our

ambition has always been to make water quality a standard part of every beauty routine. With BRITA, we have the infrastructure to actually do it."

Markus Hankammer, CEO of the BRITA Group: "Hello Klean has rapidly proven the rising global demand for smarter water-quality solutions in daily life. We share the belief that water is the often-overlooked variable that fundamentally shapes both product performance and personal wellbeing. What convinced us was their disciplined approach to solving a real consumer problem paired with a brand that resonates deeply with customers worldwide. For BRITA, this partnership is a strategic move into a category where our decades of filtration expertise can create meaningful value — and it supports our ambition to evolve into a purpose-driven lifestyle brand that inspires people to rethink the way they consume water."

Hanns-Michael Arenz, Director M&A and Corporate Venture, BRITA Group: "Besides the obvious fit of a very adjacent category with a proven razor and blade business model, there has been a personal connection and shared values with Karlee and Omer from Hello Klean from the very first beginning and I am really looking forward to working together as non-executive director in the board in further scaling the business."

About Hello Klean

Hello Klean builds beauty solutions for your water. Founded in London, the brand creates shower filtration and water-optimised hair, body, and scalp care designed to reduce the everyday impact of hard water and chlorine. Hello Klean is available at Selfridges, Sephora UK, Cult Beauty, Ounass, and [helloklean.com](https://www.helloklean.com).

About BRITA

With a total revenue of €727 million in the 2024 financial year and 2,400 employees worldwide (including more than 1,300 in Germany), the BRITA Group is one of the leading companies in drinking water optimization. Its heritage brand BRITA holds a market-leading position in the global water filtration segment. Headquartered in Taunusstein near Wiesbaden, the family-owned company operates through 27 national and international subsidiaries and branch offices, as well as shareholdings, distribution partners, and industrial partners in 70 countries across five continents. The Group runs five production sites in Germany, the United Kingdom, Italy, and China.

BRITA Ventures is an entrepreneurial investor in the field of drinking water optimization and adjacent areas, looking for investment and cooperation opportunities in innovative products and services, water filtration technologies, and novel business models. First proven product-market fit and strong management are additional key investment criteria.

<https://www.brita.de/investments>

Advisers

Hello Klean was advised by Taylor Wessing.

BRITA Group was advised by Eversheds Sutherland.

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