

# Consello bets on CleanBoss' non-toxic products over its celebrity shine

*CleanBoss is best known for its founders, inventor and entrepreneur Joy Mangano and Grammy Award-winning recording artist Pitbull.*

## Iris Dorbian

It's not every day that private equity backs companies whose co-creators inspire movies starring Jennifer Lawrence. Yet that's what happened in early November when [Consello Capital](#), the PE arm of advisory firm the Consello Group, announced it had [made an investment in CleanBoss](#). Headquartered in New York City, the cleaning and disinfectant products company is best known for its founders: famous "Miracle Mop" entrepreneur/film muse Joy Mangano and Grammy Award-winning recording artist Pitbull.

Though Consello boasts retired superstar athletes like Tom Brady and Serena Williams as partners, the firm insisted CleanBoss' safe chemical components – not its celebrity pedigree – were what truly sealed the deal.

"At its core, CleanBoss is a consumer products business that offers non-toxic, high-efficacy cleaning products," Peter Morrow, managing partner at Consello Capital, told *PE Hub*.



Peter Morrow, Consello Capital

“Normally, there’s been a trade-off where you can choose non-toxic products that might not be effective or the opposite, where they’re effective but toxic,” he added. “Joy came across this technology about 10 or 15 years ago. Today, CleanBoss has a set of products that once you understand how effective and safe they are, relative to more traditional products, it’s hard to look back. This is what we really like this about this business.”

Consello’s goals for CleanBoss include widening its retail distribution base as well as growing the company through add-ons, said Morrow. Consello also has another far more noble goal for CleanBoss, which is in keeping with the company’s mission: helping to rid the cleaning products world of toxic chemicals.

The safety components of the products were of deep concern to Pitbull, who was named a CleanBoss co-founder in 2023 after becoming one of the biggest investors in the company along with Mangano.

“His mother cleaned houses,” said Morrow. “He would join her on some of these jobs and watch her suffer using chemicals that were bad for her. When he heard about this product, it was important for him personally to get involved.”

### **Outside capital**

Consello Capital first found out about the business through Mangano, a mainstay presence at the Home Shopping Network. As Morrow

explained to *PE Hub*, Mangano has enjoyed a lengthy personal and professional association with Mindy Grossman, former CEO of the network and current vice-chairman and partner at Consello Capital.

“When Joy started looking for outside capital, Mindy was her first call,” said Morrow. “We at Consello had been talking to CleanBoss for two years prior to making this investment. This was the first institutional capital in the business.”

Morrow said this deal is aligned with Consello’s investment strategy as they invest in both consumer and business services businesses and CleanBoss sells to both channels.

CleanBoss marks the mid-market firm’s fourth investment since its inception, according to Morrow, who joined Consello three years ago, after co-founding [Sycamore Partners](#). The other investments include [ProSearch Strategies](#), a Los Angeles-based legal tech firm; [EHE Health](#), a New York City-based provider of preventive healthcare; and Tastewise, a New York City and Tel Aviv-based AI-powered consumer intelligence platform for the food and beverage industry.

Currently, CleanBoss, which was founded in 2020, is sold online in addition to brick-and-mortar stores that include major supermarket and retail chains such as Kroger, Wegmans and Lowe’s. The company’s products include the Multi-Surface Botanical Disinfectant and Eat Cleaner, a spray or wipe that removes wax, dirt, chemicals and pesticides from produce.

The investment officially closed on November 3, 2025.