

Lyocell Microfiber Plush Bath Towel

Ultra-absorbent and quick-drying microfiber meets sustainable wood cellulose in this plush, soft, breathable towel.

Item #: Heathered Oatmeal-743003
 Included in: Lyocell Microfiber Plush Towel Set-2402
 140 cm x 70 cm / 55.12" x 27.56"



The problem

As you emerge from your bath or shower, you want to wrap yourself in a towel that's much more than just absorbent. Your towel needs to also be warm, soft and luxurious to caress and pamper you as it quickly dries your skin. And wouldn't it be nice if it combined long-lasting durability with next-level sustainability?

Norwex solution

Treat yourself to the velvety warmth of our snug and cozy Lyocell Microfiber Plush Bath Towel. Fluffy, super-soft and ultra-absorbent, it's created using sustainably sourced lyocell for an incredible after-bath experience that's also better for the planet.

Why it's better

- Ultra-plush, naturally derived lyocell microfiber makes this towel super-soft, fluffy and warm
- Norwex lyocell is made of wood cellulose from Forest Stewardship Council (FSC) certified sources
- It uses a very clean, eco-friendly, closed-loop manufacturing process
- BacLock®, our exclusive micro silver agent, protects the cloth by inhibiting odor in the cloth, which means it's ready to use again and again
- Plush, extra-high pile provides extra absorbency

What your customers will love

- Ultra-plush lyocell microfiber is a soft, breathable material that's perfect for all skin types
- Quick-drying, warm and cozy
- You'll save money since you don't need to wash it after each use

- Beautiful neutral color complements our Lyocell Microfiber Plush Hand Towel and Body and Face Pack
- Available as part of the money-saving Lyocell Microfiber Plush Towel Set

How to use

- Use to dry body and hair
- Rubbing action helps with exfoliation
- Hang to dry after using

Caring for lyocell microfiber

- Machine washing and drying are recommended prior to initial use
- **Machine wash cold, gentle cycle and tumble dry low**
- Wash slightly dirty microfiber with your favorite Norwex detergent or Dish Soap under cool running water and use again before laundering. Rinse thoroughly and hang to dry or drop in the dryer on low setting. When air drying, always hang to dry, as leaving darker colors of damp microfiber on surfaces may stain them.
- Launder microfiber with other lint-free laundry using a Norwex laundry detergent, which is free from fillers
- Do not use bleach. Do not use fabric softener or dryer sheets when laundering microfiber as these additives coat the surface of the fibers.
- For best results, machine dry on low setting. Can also be hung to dry.

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*BacLock is an antimicrobial agent solely intended to protect and self-clean the cloth by inhibiting growth of odor-causing bacteria, mold and mildew. BacLock does not protect people from disease-causing pathogens.



All Norwex Microfiber products carry a two-year warranty. Please visit www.norwex.com/product-guarantee for complete details.

Lyocell Microfiber Plush Bath Towel *(cont.)*

Demo tips

- Ask your Host if you can prep the bathroom before the party. Place a Hand Towel and Forever Foaming Hand Wash Set in the bathroom and invite guests to try them.
- During the party, pass the matching Bath Towel around to guests letting them know that it goes with the Hand Towel placed in the guest bathroom.

Did you know

- To help keep it soft, lyocell microfiber should always be washed in cold water
- Lyocell from Forest Stewardship Council (FSC)-certified forests means the forests are responsibly managed, socially beneficial, environmentally conscious and economically viable
- Our FSC-certified vendors cultivate the wood cellulose for use in our products. We selected vendors to support our mission and minimize the concern of deforestation or ecological disruption.
- Lyocell is a fabric composed primarily of naturally derived wood cellulose
- Lyocell and microfiber make the perfect pair, combining long-lasting durability with next-level sustainability

Complementary products

- Lyocell Microfiber Plush Hand Towel
- Lyocell Microfiber Plush Body and Face Pack
- Lyocell Microfiber Plush Towel Set
- Forever Foaming Hand Wash Set
- Lysere™ Body Wash
- Body Balm
- Hair Wrap