

PowerZyme™ Laundry Detergent

This highly concentrated, enzyme-based powder eliminates stains and odors and dissolves grease and grime to get laundry super clean and fresh smelling.

Item #: 600071

Included in: Safe Haven 5 Set-2370, Safe Haven 5 Package Plus-2371,

Let's Do Laundry-2372, Just Add Water-2373

1 kg / 2.2 lbs



The problem

Getting your laundry its cleanest and freshest-smelling shouldn't mean having to resort to using harmful chemicals that can linger behind in your family's clothing or wash down the drain into local waterways – or both.

Norwex solution

Smells and stains in dirty laundry don't stand a chance! PowerZyme Laundry Detergent harnesses the potent power of enzymes and plant-based surfactants to deliver safe but effective cleaning results, every time. Biodegradable ingredients leave your clothes super clean and smelling fresh – with no worry about harmful chemicals ever touching your family's skin or entering waterways to harm aquatic life.

Why it's safer

- Made with biodegradable ingredients
- USDA certified 91% biobased content from plants and other renewable sources
- Contains environmentally friendly water softeners
- Safe for septic systems
- No animal-derived ingredients
- Product not tested on animals
- Dermatologist-tested for allergy and irritancy
- Clinically proven to be hypoallergenic

Formulated without

- SLS/SLES
- Phosphates
- Chlorine bleach
- EDTA
- Phthalates
- Parabens
- Ammonia
- Fillers
- 1,4 dioxane
- Ethylene oxide
- Optical brighteners
- Synthetic dyes and fragrances
- Formaldehyde donors













What your customers will love

- Enzymes provide superior stain-, oil- and odor-fighting power
- Removes even the most stubborn stains on most types of fabrics*
- Can be used with both conventional and high-efficiency (HE) machines
- Effective in hard water and in all temperatures
- Formulated with ingredients to help soften hard water for better performance, including helping to prevent deposits on fabric, which can result from minerals in water
- Cellulase helps prevent pilling and helps maintain the look of your fabrics while other enzymes help break down pesky stains from a variety of sources like blood, sweat, pasta sauce, chocolate, eggs, tea, coffee and red wine
- Plant-based surfactants and non-bleach oxidizers keep clothes clean and looking bright. Get an extra brightening boost with Bright & White Laundry + Home Booster!
- Dissolves quickly and starts working immediately
- Independently lab-tested and proven to work just as well as or better than popular name-brand detergents that can contain harmful and harsh chemicals
- Can be used on cotton, nylon, linen and synthetics as well as the most delicate hand-washables*
- Great for eliminating odors from pet bedding, gym clothes and more
- Color safe
- Save money – use just a fraction compared to most typical store brands; one bag washes up to 100 loads (small, HE)
- Packaging and scoop are recyclable
- Available in money-saving sets and Collections
- Available in our AutoSave program

*Not recommended for use on silk or wool.

(continued on next page)

PowerZyme™ Laundry Detergent (cont.)

 scoop	 small	 medium	 large
	 1/3 scoop (10 mL)	 2/3 scoop (20 mL)	 1 scoop (30 mL)
	 1/2 to 2/3 scoop (15-20 mL)	 1 scoop (25-30 mL)	 1 1/4 to 2 scoops (40-60 mL)

For hard water or heavily soiled clothes use double the amount recommended

How to use

- Follow garment care label instructions and sort. Add detergent first, then add clothes. For standard machines add an additional 5–10 ml depending on load size.
- Not recommended for use on silk or wool
- For best results use warmest water recommended for fabric
- Do not use more than the recommended amount per load
- For handwashing, dissolve 1–2 scoops in a sink full of lukewarm water; add clothing. Rinse well before drying.
- Can be used with the Magnet Ball® in top-loading washing machines, saving you even more

*Magnet Ball not for use in front-loading washing machines.

Ingredients

Sodium Carbonate (Cleaning Agent) (Mineral-based), Sodium Carbonate Peroxide (Non-bleach Oxidizing Agent) (Mineral-based), Sodium Citrate (Water Softener) (Plant-based), Sodium Gluconate (Chelating Agent) (Plant-modified Synthetic), Capryleth-4 (Surfactant) (Plant-based), Laureth-6 (Surfactant) (Plant-based), TAED (Non-bleach Brightening Agent) (Plant-modified Synthetic), Subtilisin (Enzyme) (Breaks Down Protein-based Soil), Amylase (Enzyme) (Breaks

Down Starch-based Soil), Mannanase (Enzyme) (Stain-removal Booster), Cellulase (Enzyme) (Fabric Maintenance), Sodium Silicate (Mineral-based) (Corrosion Inhibitor)

Demo tip

- **How to demonstrate enzymes working on a source:** Add 2 teaspoons of PowerZyme and a teaspoon of strawberry sauce to one cup of warm tap water in a clear glass jar and stir or shake occasionally to show the “agitation” that would happen in the washing machine. Mention that the enzymes will lighten the color of the water as they work to break down the sauce. You’ll start to see some lightening of the water during your party, but feel free to follow up with guests later to show the final results after a few hours.

Did you know

- Enzymes are catalysts and function similarly to the way they do within our bodies – quickly helping to break down starches, fats and proteins, making them very effective at removing all types of stains
- Cellulase removes soil and reduces fabric graying and pilling
- Subtilisin targets protein-based stains from meat juices, eggs, milk, wine, sweat, body oils, blood, urine, feces and grass
- Amylase breaks down starch-based stains including eggs, sugar, sauce, ice cream, gravy, chocolate and grass
- Mannanase removes gums found in ice cream, dairy products, dairy alternatives, dressings and sauces

Complementary products

- Microfiber Cleaner Laundry Booster
- Bright & White Laundry + Home Booster
- Laundry Stain Remover
- Ultra Power Plus™ Laundry Detergent
- Eco-Wash Laundry Detergent Strips
- Liquid Laundry Detergent
- Odour Eliminator Concentrate
- Fluff and Tumble Dryer Balls

	PowerZyme Laundry Detergent	Liquid Laundry Detergent	Ultra Power Plus Laundry Detergent	Eco-Wash Laundry Detergent Strips
# of loads (small, HE)	100	230	100	72 (½ strip)
Cost per load (small, HE)	\$0.38 US / \$0.42 Canada	\$0.18 US / \$0.22 Canada	\$0.35 US / \$0.39 Canada	\$0.46 US / \$0.51 Canada
Plant-powered	Yes	Yes	Yes	Yes
Pre-measured for ease of use	No	No	No	Yes
Biobased	91%	97%	No	60%
Ultra-concentrated	Yes	Yes	Yes	Yes
Eco-friendly packaging	Good	Good	Good	Best
Scents	Unscented	Unscented, Lavender	Unscented	Fresh Blossom
Enzymes	Subtilisin, Amylase, Mannanase, Cellulase	Protease (Subtilisin), Amylase, Pectate Lyase, Mannanase, Cellulase		