

FREQUENTLY ASKED QUESTIONS

PowerZyme™ Laundry Detergent

Enzymes eliminate tough stains and odors, dissolve grease and grime, and leave laundry clean and fresh.



Which detergent should I use?

The best routine is one that can be customized to fit your needs – and needs can vary based on family size, water type, machine type, jobs/activities and more. However, for someone just getting started with Norwex laundry detergent, here's an example of how you could help them understand the choices we offer. Start with your customer's preference: do they prefer the control of powder, the ease of liquid or the convenience of strips? Then ask about their laundry issues, specific daily stains/odors, etc. Put your own spin on the following to fit your customers' needs:

- Powdered detergents offer precise measurement, but some steps are required (e.g., measuring, placing under clothes, dissolving in water first [optional], etc.)
 - PowerZyme Laundry Detergent – Reliable, daily powerhouse with biobased formula. Provides enzyme-boosted cleaning power for large loads or multiple small/medium loads with heavier stains and/or odors.
 - Ultra Power Plus™ Laundry Detergent (“UPP”) – The everyday laundry detergent. Great for large families; use daily for large or multiple small/medium loads with average stains and odors.
- Liquid detergents offer easy pump measurement with minimal steps and no dissolve time
 - Liquid Laundry Detergent– Great for those who prefer an easy pump-and-go solution and small families/ single adults with average or tough stains and odors. The enzyme-based formula easily removes the toughest stains and odors and is a USDA certified 97% biobased formula. Choose between unscented and lavender.
- Laundry strips are ultra-convenient and lightweight with some steps required (tear, toss under clothes, dissolve in water first [optional])
 - Eco-Wash Laundry Detergent Strips – Powerfully clean clothes wherever you go. Great when traveling, in small spaces and for young adults and busy families with average stains and odors. USDA certified 60% biobased.

How should I use it; can I use less like UPP?

Both PowerZyme and UPP should be used as directed. While we've done extensive testing to provide the most effective usage instructions, any dosage or usage outside the recommended label instructions has not been tested or validated.

How does PowerZyme compare to our other detergents? To competitors?

PowerZyme has been tested and proven to work as well as our other detergents and leading brand-name competitors. In addition, all Norwex detergents are free from fillers, optical brighteners, bleach and other harmful chemicals that can be redeposited onto your clothes and into waterways.

Can enzymes in laundry products affect sensitive skin?

Enzymes can irritate the skin of those with enzyme allergies, though this affects less than 5% of the population. If you or your customer is aware of an enzyme allergy, we recommend using a non-enzyme-based detergent like Ultra Power Plus or Eco-Wash Strips.

Can you add essential oils to PowerZyme detergent?

Only with caution, as oils can leave stains. Alternatively, you can add 1 capful of Odour Eliminator Concentrate to your washing machine for a refreshing scent. Additionally, you can add essential oils to the Fluff and Tumble Dryer Balls and dry clothes on a low or no-heat setting as the heat will cause the aroma to dissipate.

Do enzymes remain in the fabric after washing?

Enzymes may be washed away depending on the amount and type of water used, or they may be eliminated by heat in the dryer.

If I have an HE (high efficiency) washing machine that's not diluting well, what should I do?

Follow the directions of your washing machine. If you find your washing machine does not use enough water to fully dilute and dissolve the powder, we recommend that you dilute it yourself before adding it to the machine. If your washing machine doesn't have a compartment for powdered detergent, place the detergent directly in the drum and then place your laundry on top of it.

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PowerZyme Laundry Detergent FAQ

Why do we have another detergent? How will this help my business?

By offering several different formats and types of detergents, we are able to provide cleaner, safer, better solutions so customers can customize their cleaning routines to fit their unique needs. Many people have preferences in formats and/or formulas and may use only one type of detergent exclusively. Others may prefer an arsenal of options to fight against stains and odors. Providing a range of options in three formats meets the needs of each type of customer.

Which detergent should I be using; why do we have two powdered detergents?

The choice of laundry detergent is largely a matter of personal preference and your unique needs. PowerZyme with enzymes provides another excellent option so consumers can choose the best detergent for their needs.

What's the difference between PowerZyme and UPP?

These are completely different formulas. While both of these power-packed, powdered laundry detergents get your clothes clean without harsh chemicals, only PowerZyme is boosted with enzymes to remove tough stains and odors. Plus, it's a USDA certified 91% biobased formula.

Will UPP be discontinued?

No, we're simply expanding our top-selling line of laundry detergents to give you and your customers more options.

What's the difference between PowerZyme and Liquid Laundry Detergent? Is one better than the other?

These are completely different formulas and formats. While both of these ultra-concentrated formulas fight tough stains and odors, they each offer a unique experience. Liquid Laundry is a liquid that includes a pump, while PowerZyme is a scoopable powder. Each of these detergents also includes a unique blend of enzymes to tackle tough stains and odors:

- PowerZyme – subtilisin, amylase, mannanase, cellulase
- Liquid Laundry Detergent – protease (subtilisin), amylase, pectate lyase, mannanase, cellulase

Which enzymes are in PowerZyme?

PowerZyme contains subtilisin, amylase, mannanase and cellulase. For our other enzyme-based products and the enzymes they contain, see the [Norwex Enzymes and Biotics Products flyer](#).

Will PowerZyme be available in sets? Starter kits?

As of January 1, 2025, PowerZyme is available in the following sets and collections: Safe Haven 5 Starter Kit, Safe Haven 5 Set, Safe Haven 5 Package Plus, Let's Do Laundry, Just Add Water.

What's the pricing difference for all the detergents?

	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

Will laundry detergent samples be available?

Ten-pack samples and single sample sachets of PowerZyme are currently available in supply orders. They're a great way to reach out to old and new customers alike. Sample sachets of Liquid Laundry and Ultra Power Plus are no longer available.

What's the difference between enzymes on a surface vs. in the water?

While the delivery method differs, enzymes function in similar ways. The key difference lies in how they are applied and removed.

- **On a surface:** Enzymes are typically applied via a spray cleaner. They work by breaking down stains and odor sources, which are then wiped away using a microfiber cloth.
- **In the water (as in laundry):** Enzymes are diluted into the wash water, allowing them to target stains and odors on fabric. Depending on your washing machine, the enzymes may go through cycles of dilution, partial rinsing and re-dilution. If there are still suds present in the wash, there is still formula in the wash and it's still working to remove stains and odors. Unlike surface cleaning where enzymes are wiped away, in laundry they are thoroughly and safely rinsed away during the washing process.