

Your best clean ever!

To sort or not to sort?

- Sorting clothes takes more time and water but can result in cleaner clothes that bleed less and look better longer
- Putting all your laundry in one load saves time, water and energy



Clothes looking dingy?

Throw a measured scoop of Bright & White Laundry + Home Booster in the wash along with your laundry detergent for total revitalization!



Turn down the heat

- Washing in cold water not only saves energy, but also helps reduce fading and shrinking.*
- About 90% of energy used to wash clothes comes from heating the water. Switch to cold to save money on energy bills. https://www.energystar.gov/products/laundry_best_practices

Let's get down to business



Choose your detergent

PowerZyme™ Laundry Detergent
Eco-Wash Laundry Detergent Strips
Ultra Power Plus™ Laundry Detergent
Liquid Laundry Detergent



Strips

Tear it, toss it, wash it

Powder

A scoop or 2 will do**

Liquid

Pump it up!



Add laundry

Select your H₂O temp

Adjust your cycle settings

Remove laundry as soon as it's finished

*Except when someone is sick and is advised by medical guidelines to sanitize bed linens and towels in hot water.

**For full use instructions, please refer to product label.

Less is more

Too much detergent can make clothes feel stiff and leave an unwanted residue. Be sure to read the label and use the amount recommended based on load size and soilage. All Norwex® laundry detergents are ultra-concentrated so a little goes a long way!



Read between the labels

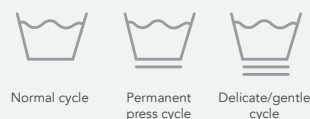
Washing cycle symbols



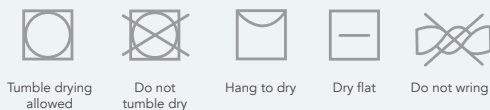
Washing temperature symbols



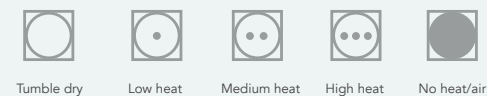
Washing machine symbols



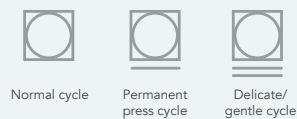
General drying symbols



Drying temperature symbols



Tumble dry laundry symbols



Non-chlorine bleach symbols



A detergent for all your needs



PowerZyme Laundry Detergent

Proven as good as or better than popular name-brand detergents. Four enzymes eliminate stains, odors, grease and grime.

🏠 Easily washes away even the toughest stains and odors, leaving you with fresh, clean clothes and fabrics.



Ultra-Power Plus Laundry Detergent

Our most popular detergent! And like PowerZyme, the powder format means you can measure a customized amount based on your needs.

🏠 Perfect for standard weekly washes.



Liquid Laundry Detergent

Over 10X more concentrated than most leading brands! Enzymes go to work to eliminate your toughest stains and odors.

🏠 A must for stinky situations like pet bedding and workout clothes.



Eco-Wash Laundry Detergent Strips

Our most sustainable detergent to date! Same great clean in plastic-free packaging for ultimate space-saving sustainability. Easily enjoy clean clothes anywhere, anytime.

🏠 A go-to at home or on the go to save space and time. Just tear, toss and wash!

A laundry routine as unique as you



Why be limited in detergent choices? Have all four Norwex laundry detergents handy so you're ready to tackle every laundry situation life throws your way.

Stay away, stains

Each stain has a story. Baby food on clothes, grass stains from a home run victory or sharing a laugh over a spilled drink. But it's important to act fast, to leave stains in the past and keep your clothes looking great.

- **Norwex Laundry Stain Remover** has a powerful blend of enzymes that targets and stops stains in their tracks. Plus, it's safe on all fabrics* so no more crying over spilled milk (or tea, coffee, juice or wine)!

Clothes to last a lifetime

- Fast-fashion and "trendy" clothes are cute but last only a season or two. Invest in high-quality, sustainable clothes you can wear over and over (and over).
- Washing less means less wear and tear on fabric. Try wearing clothes at least three times before washing.
- Use quality, environmentally friendly laundry detergents that are tough on stains and odors but easy on clothes and waterways.
- Help keep clothes from fading and prints from cracking by washing them inside out.

- Delicates like wool and cashmere should be dried flat to prevent stretching.
- Dryers are quick but costly in terms of energy, and excessive heat is tough on elastic. Keep your clothes snapping back every time by opting to air dry.

Sticking to sustainability

- Kick the toxic chemicals of dryer sheets to the curb and opt for Fluff and Tumble Dryer Balls for a safer, sustainable solution that's easier on your clothes and the environment.
- Unlike traditional dryer sheets, Fluff and Tumble Dryer Balls are made from 100% New Zealand wool and can be used over and over again.
- Swapping your dryer hose for a shorter one can reduce drying time by up to 20%. <https://www.apartmenttherapy.com/this-dryer-hack-makes-your-clothes-finish-faster-254374>
- Throw in the towel! Tossing a dry towel into the dryer with wet clothes can help reduce drying time.
- By air drying your laundry, you can save \$100-\$200 a year on electricity. <https://www.buildwithrise.com/stories/save-money-with-a-clothesline>

*For delicates, always test in an inconspicuous spot.

What causes spotting?

Spots can be a result from a variety of things, including:

- Undissolved laundry detergent in previous loads. Clean the dispenser and/or put the detergent directly in the bottom of the machine before adding clothes.
- Spots are sometimes the result of too much detergent. Try using slightly less than the amount recommended on the product label.
- Weak concentrations of chlorine bleach can cause spotting on darker clothes. This can result from residue from previous loads and/or concentrations of chlorine in city water.
- Some fabric softeners can cause stains, especially when the load is over-filled. Instead of chemical-laden fabric softeners, try Fluff and Tumble Dryer Balls to soften laundry naturally in the dryer.
- Rust or oil within the machine can cause spots. Always make sure your machine is clean before using it.
- Brown marks can indicate that the inner bearing seal of your machine is split or corroded, in which case the spots are actually grease from the bearings. Call a repair service to check your washing machine.
- Brown marks can also mean that sludge is building up in the machine. This could indicate that the drain pump is not functioning properly. If you have an HE machine, you may need to clean your pump filter.
- Check the rubber seal on the door of your HE machine. If a rusty object gets lodged behind it, rust stains can be transferred to clothing.
- Some bacteria react chemically with older iron pipes. While most newer homes contain PVC piping, city water is often supplied via iron pipes. When house or city lines are disrupted (by maintenance work, earthquakes, etc.) this rust/bacteria can be shaken loose and cause spotting on clothes.
- Lotions or medicines containing benzoyl peroxide can cause brown spots on certain colors and fabrics, including the transferral of this substance onto colored clothes within the clothes hamper.
- Some sunscreens can leave a yellow, orange or oily stain – especially on white clothing. Use of chlorine bleach is never recommended. Instead, pretreat stains with Norwex Laundry Stain Remover or Liquid Laundry Detergent or presoak with Liquid Laundry Detergent in a small amount of warm (not hot) water for 30 minutes before washing on the recommended cycle. If stain persists, try following up with Bright & White according to labeled instructions. Avoid heat-drying.
- Drought can cause dark brown sediment to settle in pipes, which can transfer onto clothes.
- Mold can cause dark or colored stains on clothes.
- Stray markers or crayons in your machine can also cause stains.

