



## NEWBRITE™ LAUNDRY DETERGENT

*Intense cleaning power*

### DESCRIPTION

We don't have to worry about making our own detergents and cleansers anymore, like people did in the olden days. However, we really don't know the effects of using today's harsh chemicals for everyday jobs. NewBrite Laundry Detergent is different. It gets your clothes amazingly clean without all the questionable ingredients.

This laundry powder is made with a proprietary blend of four enzymes, special detergents, and oxygen-bleaching technology to attack the toughest dirt and stains you can imagine. Concentrated NewBrite also contains a soil-suspending agent that works to give you clean clothes with no fake perfume smells.

This laundry powder is packed with intense cleaning power that works in hot or cold temperatures on whites and colors. One scoop in every load whitens and brightens, dissolves stains, dislodges dirt, and dismantles odors. Your clothes will look great, smell fresh, and feel like new.

### BENEFITS

- Brightens colors
- Whitens whites
- Removes tough stains
- Rinses easily

### RECOMMENDED USE

For small and medium loads, use 1/3–1/2 scoop (about 50–75 g). For large loads or heavily soiled clothes, use 1 scoop (about 150 g). For best results, sort clothes by wash temperature and color before washing. Add detergent directly to water before adding clothes. For extra-tough stains, apply NewBrite Spot Pre-Wash or moistened Laundry Detergent directly on the fabric and

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# HOUSEHOLD



rub with a brush to penetrate fibers. Allow product to work for 1–5 minutes before washing. To soften clothes, add NewBrite Fabric Softener during rinse cycle.

## KEY INGREDIENTS

- **Amylase**—An enzyme that removes starch-based stains and soils, such as chocolate, gravy, rice, and pasta.
- **Cellulase**—An enzyme that prevents and removes fuzz and pills while providing color brightening to cellulose-based fabrics such as cotton.
- **Optical brightener**—A fluorescent whitening agent that captures UV light, making textiles appear cleaner and brighter.
- **Protease**—An enzyme that helps break down protein stains, such as blood, grass, milk, and tomato sauce.
- **Sodium carbonate**—A naturally occurring substance that helps soften water for better laundry results. Also known as washing soda.
- **Sodium disilicate**—Increases a detergent's cleansing action, helps prevent redeposition of soil on fabrics, and protects metal in the washing machine
- **Sodium percarbonate**—An oxidizing agent used as a color-safe bleach.
- **Sodium polyacrylic acid**—A water-soluble polymer that reduces encrustation, increases soil removal, and prevents soil redeposition.
- **Tetraacetythylenediamine (TAED)**—An activator that visibly improves oxygen-bleaching activity, kills germs, and destroys unpleasant odors, even at low temperatures. Gentle to colors and fibers.
- **Zeolite**—A substitute for phosphates, this mineral may occur naturally and softens water by ion exchange. The process allows surfactants to work more efficiently.

One scoop of NewBrite™ Laundry Detergent can make a world of difference. This concentrated powder features a proprietary detergent and enzyme blend to clean and brighten your clothes. It's fragrance-free so laundry comes out fresh and rinses clean, without the fake perfume smells.

### NewBrite™ Laundry Detergent

- Great whites and highly effective stain removal even at low temperatures.
- Recyclable plastic scoop.
- Fragrance-free.

Directions: For small and medium loads use 1/3 (about 50g) to 1/2 (about 75g) scoop. For large loads use 1 scoop (about 150g).

CAUTION: HARMFUL IF SWALLOWED. KEEP OUT OF THE REACH OF CHILDREN. In case of eye contact, flush with plenty of water. If swallowed, drink a glass of water or milk and call a physician. Do not induce vomiting.

CONTAINS: 5%-15%: Oxygen-based Bleaching Agent, Zeolite, Non-ionic surfactant. Less than 5%: Polycarboxylate, Non-ionic Surfactant, Anionic Surfactant. Also contains: Enzymes and an Optical Brightener.

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