



NEWBRITE™ LIQUID LAUNDRY DETERGENT

Tough on stains, gentle on fabric

DESCRIPTION

You may never worry about what's in your laundry detergent. All you care about is how well it cleans. But did you know that hundreds of detergents are criticized by scientists? That's because all the questions about environmental safety and toxicity to humans haven't been answered yet.

You can get amazingly clean laundry without using harsh chemicals. NewBrite Liquid Laundry Detergent features an exclusive enzyme system that gently washes out the toughest stains without weakening most delicate fabrics. This remarkable formula is free of fragrances, phosphates, and harsh chemicals such as sodium lauryl sulfate, bleach, and ammonia.

NewBrite Liquid Laundry Detergent disperses quickly and evenly into water to lift soil and stains without redepositing dirt on clean clothes. Its advanced enzyme system removes starches, proteins, and food gums. In addition, it contains optical brightener to keep new clothes looking bright and clean.

NewBrite Liquid Laundry Detergent leaves your laundry clean, bright, and fresh. And it comes in compact, recyclable packaging.

BENEFITS

- Removes tough stains
- Keeps fabrics looking new
- Prevents dirt from redepositing onto clean clothes
- Leaves clothes smelling fresh

(continued on next page)



NEWAYS
INTERNATIONAL

HOUSEHOLD



RECOMMENDED USE

For small to medium loads, use 30 ml (1 oz). For large loads or heavily soiled clothes, use 60 ml (2 oz). 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 Liquid Laundry Detergent directly on the fabric and rub with a brush to penetrate fibers. Allow product to work for 1–5 minutes before washing. For softer clothes, add NewBrite Fabric Softener during rinse cycle.

KEY INGREDIENTS

- **Sodium methyl 2-sulfolaurate, disodium 2-sulfolaurate, decyl glucoside/ lauryl glucoside, disodium cocoamphodipropionate**—These are chemical names given to very simple cleansing agents that are produced from gentle, natural vegetable and grain oils. They are called oleochemical surfactants because the oils are slightly altered to make them uniformly dispersible in water, ensuring that every garment in the washer receives the perfect concentration of cleansing power.
- **Sodium polyacrylate**—This ingredient forms an invisible barrier on the surface fibers of many fabrics. This not only gives the fabric a silky feeling to the touch, but also prevents displaced dirt and oil particles from redepositing back into the fabric fibers after being washed out.
- **Alpha-amylase, protease**—These natural enzymes vigorously attack stains, yet are gentle on fabrics. Amylase breaks down starch stains possible with most foods. Protease acts on protein stains such as grass or blood.
- **Sodium carbonate**—A substance that helps maintain alkalinity, soften water, and keep soil and debris in suspension. Efficient at dispersing oils and fats, especially in alkaline conditions.
- **Leucophor BSB®**—This combination of ingredients acts as a fluorescent brightener for cellulosic fibers, wool, silk, polyamide fibers, and their blends. It produces a brilliant bluish-white effect that is accentuated in many lighting conditions. This ingredient is a non-bleach whitener.

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Ingredients: Under 5%: polycarboxylate. 5-15 %: nonionic, anionic and amphoteric surfactants. 15-30 %: anionic surfactants. Contains: enzymes, optical brightener, benzisothiazolinone.

Warning: KEEP OUT OF REACH OF CHILDREN. If product gets in eyes, rinse thoroughly with water and call a physician. If swallowed, drink a glass of water to dilute and call a physician.

Anwendung: Für kleine bis mittlere Waschmaschinenladungen 30 ml verwenden. Für große Waschmaschinenladungen oder stark verschmutzte Wäsche 60 ml verwenden. Waschmittel direkt zur Wäsche geben. Bei hartnäckigen Flecken NewBrite™ Fleckentferner oder NewBrite™ Flüssigwaschmittel direkt auf den Fleck geben, gleichmäßig einreiben und 1-5 Minuten einwirken lassen. Anschließend wie gewohnt waschen. Für weichere Wäsche empfehlen wir NewBrite™ Weichspüler.

Inhaltsstoffe: unter 5%: Polycarboxylate. 5-15%: nichtionische, anionische und amphotere Tenside. 15-30%: anionische Tenside. Enthält: Enzyme, optische Aufheller, Benzisothiazolinone.

Hinweis: VON KINDERN FERNHALTEN. Falls das Produkt in die Augen gerät, mit viel Wasser ausspülen. Bei versehentlichem Verschlucken sofort ärztlichen Rat einholen. Nach der Handwäsche Hände gründlich abspülen.



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