

# Give Your Laundry Routine a



## GREEN Makeover

## Traditional Laundering in the 21<sup>st</sup> Century

How many of us grew up using laundry detergent, fabric softeners and dryer sheets to get our clothes clean? One of the greatest things you can do for the health of you and your family is to give your laundering routine a GREEN makeover. Not only will it be better for your health, but better for your pocketbook too.

### Laundry Detergents

Your average laundry detergent from the most recognized brands contain petroleum distillates (linked to cancer), phenol (aka carbolic acid which is toxic and colorless), artificial fragrances, phosphates (toxic substance causing untold damage to the environment – [see article](#)) and optical brighteners.

According to one article by the New England Regional Water program:

*Optical brighteners are less than benign from an environmental perspective. Many of the chemicals in this category are toxic to fish and other aquatic life. Some are also capable of causing mutations in bacteria. Compounding these problems is the fact that optical brighteners are also very slow to biodegrade into their less harmful component parts.*

*This means that once they are introduced into local waterways via household wastewater, they will remain there as pollutants for some time. In terms of human health, exposure to optical brighteners, which*

*remain on laundry by design, can cause eye irritations and skin reactions in sensitive individuals...*

### **Fabric Softeners and Dryer Sheets**

Fabric softeners and dryer sheets are known to contain many toxic ingredients such as Benzyl acetate (linked to pancreatic cancer), Benzyl Alcohol (upper respiratory tract irritant), Ethanol (On the Environmental Protection Agency's Hazardous Waste list and can cause central nervous system disorders), Limonene (known carcinogen), A-Terpineol (can cause respiratory problems, including fatal edema, and central nervous system damage), Ethyl Acetate (a narcotic on the EPA's Hazardous Waste list), Camphor (causes central nervous system disorders), Chloroform (neurotoxic, anesthetic and carcinogenic), Linalool (A narcotic that causes central nervous system disorders) and Pentane (a chemical known to be harmful if inhaled).

### **Do a GREEN Makeover on your Laundry**

The good news is there are greener and healthier alternatives to the traditional laundering agents that have been touted as so necessary by the big companies and their marketing agencies.

### **Ultra Power Plus (Laundry Detergent & Stain Remover)**

Filler-free and unscented and will not leave any residue in your clothing. Has superior stain removing properties, whitens whites, brightens coloured fabrics, and cuts through grease and dirt leaving clothes soft and fluffy. Washes 60 to 70 loads, or when used

together with the magnet ball washes 120 to 140 loads! Can be concentrated in water (1 to 1.5 Tbsp./cup) to form an effective grease-cutting stain remover. Please note that this product does contain a *small* amount of phosphate.

- Keep bag closed when not in use.
- Loads per bag:
  - 80 for top loader.
  - 160 with magnet ball or soft water.
  - 800 for a front loader.
- Dilute 1 oz / 1 cup of water in spray bottle to use for stain removal.
- Wash colours on cold and white on hot.
- For regular wash – 30ml / load.
- For heavily soiled – 60ml / load.
- Remember – half the soap if using magnet ball or if you have soft water.

## **Dryer Balls**

Dryer Balls are a safe, toxic free and environmentally friendly way to soften your laundry.

The Norwex Dryer Balls are designed to reduce drying time and soften fabrics naturally without the use of chemical fabric softener.

As the Norwex Dryer Balls tumble around in the dryer they lift and separate fabrics allowing air to flow more efficiently; thus reducing the drying time up to 25%.

The specially designed tips on the Norwex Dryer Balls massage the fibers opening them up and making the fabrics soft and fluffy.

The Norwex Dryer Balls have been independently and officially proven to:

- ◆ Be Non-Toxic and Allergy Free
  - ◆ Reduce Drying Time up to 25%
  - ◆ Reduce Lint on Fabrics
  - ◆ Make Ironing easier
  - ◆ Soften Fabrics Naturally
  - ◆ The balls last about 3-5 years.
  - ◆ By allowing air to move efficiently through the dryer one can reduce drying time.
  - ◆ Clothes do not ball up and twist around; they are lifted and separated apart so less wrinkles occur.
  - ◆ Use on any fabrics, including delicates, jeans and towels.
  - ◆ No need for chemically- saturated fabric softeners.
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- Remove from dryer when not in use.
  - Non toxic, allergy free, reduces drying time 25%.
  - Use instead of fabric softener or dryer sheets

### **Magnet Balls**

- Prevents calcium from building up by softening the water.

- Use in clothes washing machines – *not recommended for front-load washers*
- Use 50-70% less soap.

### **Get Started Making Greener Choices Today**

Visit [cleanGREENwinnipeg.com](http://cleanGREENwinnipeg.com) to see the full line of Norwex Enviro home cleaning products. You can place your order by [email](#). Your order will be delivered right to your door anywhere in North America for just \$3.75.

Clean GREEN,

A handwritten signature in black ink that reads "Marlo Boux". The signature is written in a cursive, flowing style.

Marlo Boux

Independent Norwex Consultant

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