

TIME TO “CONCENTRATE” ON SMALLER PACKAGES

You may have noticed something smaller in the detergent aisle lately. A number of liquid laundry detergents, fabric softeners and bleach containers are in smaller packages. This means the products are being sold in a concentrated form - but they still pack the same punch when it comes to cleaning your home and cleaning and softening clothes.

You may recognize the term – “ultra” on some products, which has been used by manufacturers to distinguish concentrated products on the shelves since the 1960s.

The latest advances in product formulation for concentrates offer numerous benefits to Canadian consumers and their environment as follows:

- **Smaller, lighter containers are easier for consumers to carry and store in their homes.**
- **Consumers can still clean their homes, wash and soften the same number of laundry loads as they did before.**
- **Smaller bottles use less plastic – which means less packaging to recycle or dispose of and less impact on the environment.**
- **Manufacturers use less water in product formulation and manufacturing.**
- **Smaller containers mean less fuel is needed to ship these products to retailers which help reduce greenhouse gases.**

READ THE LABEL FOR THE CORRECT AMOUNT TO CLEAN PROPERLY!

To get the best value out of concentrated products, make sure you use the right amount of the product. This means that you would use less than you would have used before. Read the product label as it will describe how to select the right amount to use, which is usually measured with the product cap. Check to be sure!

DEMONSTRATING SUSTAINABILITY

Concentrated cleaning and laundry products represent another example of how the industry is working with all partners to develop the research needed to formulate and package these innovative products. We wish to continue to deliver to Canadians effective products and reduce the environmental impact as we all wish to sustain our environment for future generations.

For more information on our products, go to www.healthycleaning101.org today!