

Look! Your **fabric conditioner**
is more concentrated.
Follow the dosage instructions,
help the environment!



All over Europe, fabric conditioners are becoming more concentrated, meaning that there is less packaging needed, which leads to less waste and reduced CO₂ emissions from transport. Pay careful attention to the new dosing instructions, as you will need to use less fabric conditioner from now on for the same washing.

A voluntary industry initiative. www.aise.eu

Did you know that...?

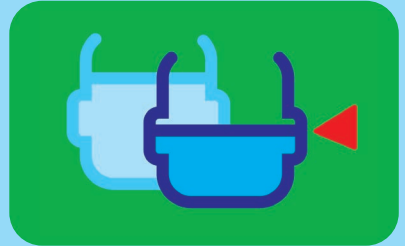
▶ ... fabric conditioners provide a lot of consumer benefits

They reduce the need to iron and thus, help save a lot of energy ! They also protect fabrics from wear, fading and losing their shape and reduce friction which may irritate those with sensitive skin.

▶ ... concentrated fabric conditioners give big benefits for sustainability

Thanks to modern technology, concentrated fabric conditioners deliver the same service in a smaller dose.

This saves a lot of water, packaging and transport, and reduces CO₂ emissions.



▶ ... using the right dose gives the best results

When using concentrated fabric conditioners, always remember to pay close attention to the dosing instructions. This way, you will get optimum results and softness while minimizing any effect on the environment. Very often, similarly to laundry detergents, you can also find the number of services on the front of the bottle.



Always look for the number of services shown on the “laundry basket” icon when comparing products.

▶ ... you can save a lot when doing your laundry !

As a consumer, you have a key role to play when doing you laundry overall. By using your detergent and fabric conditioner responsibly, you will help the planet and save yourself money !

Follow the Cleanright tips on the right:



More info at www.cleanright.eu

*Please note that the “24” services is for illustration purposes only.