

Fabric Care New Launches

DETERGENTS · SOFTENERS · TEXTILE CARE

EUROPE · JULY & AUGUST · 2024

Tallow+Ash

Aurora – Fresh Pistachio

This Non-Bio Laundry Shampoo is ideal for sensitive skin, offering a powerful clean with planet-friendly ingredients that effectively tackle dirt and stains. Our Laundry Conditioner complements this with longer-lasting, softer fabrics that have a wonderful fragrance

Fresh Pistachio: is a gourmand fragrance that infuses your laundry with an irresistible, fresh scent.

Aurora: is a beloved fragrance, tested and approved by thousands. This signature scent combines Lady Emma Rose and White Oud with our unique, eco-friendly Laundry Shampoo & Conditioner, delivering an unforgettable laundry experience.

KEY NOTES

Fresh Pistachio, Lady Emma Rose, White Oud

BUZZ WORDS

Planet-friendly, Longer-lasting, Biodegradable

APPLICATIONS

Detergent (Laundry Shampoo),
Softener (Laundry Conditioner)

CPL WIN



Market: UK



New Launches

Impresan Hygiene Rinse Sensitive without Fragrance & Dyes



Market: Germany

With IMPRESAN's Hygiene Rinse Sensitive, laundry is reliably freed from up to 99.9% of specific bacteria, fungi, and viruses. The disinfecting formula works at low temperatures to protect against infection and reinfection caused by unwanted germs.

Denkmit Sea-Coast Liquid Color Detergent



Market: Germany

Denkmit's Sea-Coast Color Detergent cleans your colored laundry deeply from just 20°C, preserving the vibrancy of your fabrics and keeping them looking new for longer with bright, long-lasting colors.

Persil Ultimate Capsules



Market: Europe

Persil Ultimate Active Clean Washing Capsules tackle odors and stains effectively while dissolving quickly, even in quick and cold washes. They feature FreshBurst technology for 14 days of freshness, ensuring consistently clean clothes.

Persil Ultimate Touch of Comfort Washing Capsules remove tough stains and leave a lasting Comfort fragrance for up to 14 days. They dissolve rapidly, even in quick and cold washes, and ensure clean, fragrant clothes.

Persil Ultimate Dark Colour Protect Washing Capsules revitalize dark clothes while removing stains effectively. They dissolve quickly, even in cold washes, and preserve the vibrancy of dark colors while tackling stubborn stains.

Detersolín Strip detergent



Market: Spain

Each strip dissolves completely in the wash water, releasing its powerful formula for deep and effective cleaning. Ideal for all types of washing machines, even at low temperatures, this detergent ensures a residue-free wash and preserves clothing colors. With technology that reduces environmental impact by using less packaging and water, Detersolin Strip Detergent is the perfect choice for those who value simplicity, effectiveness, and environmental care in every wash.

Surf Passion Bloom 3 in 1 Biological Detergent Capsules



Market: UK

Surf Passion Bloom 3-in-1 Biological Detergent Capsules feature a new joy-infused fragrance with natural essential oils, providing a fabulous scent that lasts for up to 12 hours. Enjoy brilliant cleaning and a long-lasting, delightful fragrance with every wash.

Omo Peach and Grapefruit Scented



Market: France

Omo Essences Naturelles Lessive Liquide Pêche & Pamplemousse, with a dermatologically tested formula, is enriched with natural essences, offering effective cleaning and a fresh scent.

Trebol Verde Concentrated Detergent for White Clothes



Market: Spain

Trébol Verde Concentrated Detergent for White Clothes is a sustainable and highly effective option, designed for sensitive skin. Free from dyes, perfumes, and preservatives, its hypoallergenic formula ensures a deep clean without irritation. Ideal for those looking for a detergent that cares for both their clothes and their skin.

Lenor Sensitive Fabric Softener



Market: Poland

Lenor Sensitive Fabric Softener offers plant-based softness, ideal for professional use. It provides a long-lasting softness that guests will remember. Its dermatologically tested and hypoallergenic formula is safe for sensitive skin.

Detersolín Organic Concentrated Softener



Market: Spain

Organic Concentrated Softener offers maximum softness with a natural formula, free from dyes and allergens. Its fragrance is naturally sourced. Made with biodegradable ingredients and a bottle composed of 45% recycled plastic.

The Pink Stuff The Miracle Laundry Fabric Conditioner



Market: France

The Miracle Laundry Fabric Conditioner infuses fabrics with our fresh fruity Rhubarb fragrance and provides long-lasting freshness, leaving fabrics feeling deliciously soft and fluffy. If you need a laundry fabric conditioner that's vegan, and made with non-toxic ingredients, stock up on this and have your clothes smelling fresh and looking pristine for longer

Aromatika Forest Concentrated Laundry Perfume



Market: Spain

Forest Liquid Fabric Fragrance provides a clean sensation and refreshes your clothes with a pleasant, long-lasting aroma. Suitable for both white and colored fabrics, it imparts a delicate scent and creates a cozy atmosphere at home.

M&S Jasmine + Ylang Ylang Clothes Freshening Mist



Market: Ireland

M&S Jasmine + Ylang Ylang Clothes Freshening Mist revitalizes your fabrics by releasing creases and odors with the power of botanical essential oils. The mist contains ethoxylated alcohol for effective cleaning and offers lasting freshness with a blend of two essential oils. It is also suitable for vegans.

Orphea Lavender Scented Spray





















Market: Italy













Orphea Salvalana Spray Lavanda features a natural Maillette lavender fragrance that protects and refreshes blankets, carpets, curtains, and valuable items like furs and coats for an extended period. Its original Swiss formula ensures effective protection without staining, keeping your textiles fresh and well-maintained.

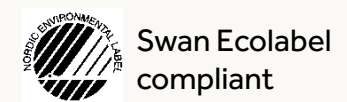
OUR INNOVATIONS & TREND SETS

Innovations that can elevate your scents

  <p>✓ Care more by using less</p>	  <p>✓ Biodegradable lasting effectiveness</p>	  <p>✓ Unique Captives</p>
  <p>✓ Care more by using less</p>	  <p>✓ Biodegradable lasting effectiveness</p>	  <p>✓ Headspace Technology</p>
  <p>✓ Repel Insects (on-skin)</p>	  <p>✓ Malodour Solutions</p>	  <p>✓ State of the art fragrances with benefits</p>

Claims that align with current trends

 <p>Natural Fragrances</p>	 <p>Upcycled Ingredients</p>	 <p>Biodegradable Fragrances</p>
 <p>Clean Fragrances</p>	 <p>Responsibly Sourced Ingredients</p>	 <p>Suitable for Solid Formats</p>
 <p>Vegan</p>	 <p>Biotechnology</p>	 <p>Allergen Free</p>
 <p>Anti-microbial Ingredients</p>	 <p>Halal</p>	 <p>Wellbeing</p>





THANK YOU

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CPL
AROMAS