

Fabric Care New Launches

DETERGENTS · SOFTENERS · TEXTILE CARE

EUROPE · SEPTEMBER - OCTOBER 2024

New Launches

Dylon Renew Colour Detergent



Market: UK

Dylon Renew Colour Detergent gently cleans while revitalizing colours and renewing fibres with every wash. The detergent is ideal for cold washes and sensitive skin, ensuring both effective cleaning and care for your garments, while maintaining vibrant colours over time.

Persil Wonder Wash Ultra Care



Market: UK

Persil Wonder Wash Ultra Care Laundry Detergent is powered by Pro-S technology, making it highly effective even in short wash cycles. With fast performance, this detergent proves that cleaning doesn't have to be slow to be effective.

Perwoll Delicates Detergent



Market: Lithuania

Delicates Detergent is expertly crafted for wool, silk, and other delicate fabrics. It gently cares for your clothes, leaving them with a luxurious cashmere touch while preventing pilling, ensuring they remain soft and in excellent condition.

Tallow + Ash Spooky Szn Laundry Conditioner



Market: UK

The Tallow + Ash Spooky Szn Laundry Conditioner offers a sophisticated fragrance experience with top notes of orange and almond milk. Formulated in the UK, it combines clean chemistry to soften, protect, and keep fabrics in great condition.

Lenor Summer Breeze Scented Fabric Softener



Market: Germany

The Lenor P&G Summer Breeze Scented Professional Fabric Softener provides irresistible softness and long-lasting freshness, making it ideal for everyday laundry needs. This fabric softener delivers a refreshing scent while keeping fabrics in great condition, ensuring a soft, fresh feel with every wash.

Hyperdou Concentré Tropical Passion Concentrated Fabric Softener



Market: France

The Tropical Passion Concentrated Fabric Softener offers long-lasting freshness for up to 30 washes. Infused with Hyperdou Tropical Passion, it delivers the pleasure of ultra-fresh, easy-to-iron laundry while leaving behind a refined perfume.

La Salud The Textile Disinfectant



Market: Spain

The Textile Disinfectant eliminates 99.99% of bacteria. It effectively disinfects and deodorizes fabrics, making it particularly suitable for sportswear and towels. Beyond neutralizing unpleasant odors, this product imparts a fresh, clean fragrance to the fabric.

Sagrotan Fresh Laundry Scented Hygiene



Market: Germany

Fresh Laundry Scented Hygiene Fabric Freshener is perfect for non-washable textiles, offering a convenient way to maintain freshness. It effectively removes 99.9% of bacteria and provides odor control, ensuring long-lasting freshness and protection against bad smells.

Five Oceans Rain on Sandalwood Fabric Freshener





















Market: Denmark













Five Oceans Rain on Sandalwood Fabric Freshener keeps garments brilliantly clean and fresh between washes. It conditions and reinforces fabrics, giving them a softer texture and feel while also protecting against staining. This fabric freshener helps prevent bad odors, ensuring your clothes stay smelling great and looking their best with every use.

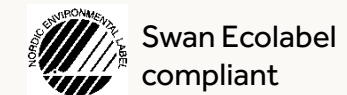
OUR INNOVATIONS & TREND SETS

Innovations that can elevate your scents

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|  <p>EcoBoost Concentrated fragrance technology</p>  <p>✓ Care more by using less</p> |  <p>AromaCoreBio Biodegradable fragrance release technology</p>  <p>✓ Biodegradable lasting effectiveness</p> |  <p>AromaFusion Captive ingredient technology</p>  <p>✓ Unique Captives</p> |
|  <p>EcoBoostPlus Concentrated fragrance technology</p>  <p>✓ Care more by using less</p> |  <p>AromaCoreBioPlus Biodegradable fragrance release technology</p>  <p>✓ Biodegradable lasting effectiveness</p> |  <p>AromaSpace Headspace and great perfumery combined</p>  <p>✓ Headspace Technology</p> |
|  <p>InsectaGuard Insect repellent technology</p>  <p>✓ Repel Insects (on-skin)</p> |  <p>AromaGuard Malodour counteractant technology</p>  <p>✓ Malodour Solutions</p> |  <p>AromaWellness Fragrances with proven benefits</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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AROMAS