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LAUNDRY OdorKlenz®

New groundbreaking, environmentally friendly laundry detergent.
Removes strong organic odours as well as fragrance and chemical substances
by absorbing and neutralizing these.
OdorKlenz Laundry Detergent is free of perfume and gives odour-neutral results.

FRAGRANCE FREE

SUITABLE FOR PEOPLE SUFFERING FROM FRAGRANCE ALLERGY
AS WELL AS MCS (MULTIPLE CHEMICAL SENSITIVITY)



ODORKLENZ LAUNDRY DETERGENT



**CLEAN HAS
NO ODOR**

Suitable for people suffering from fragrance allergy as well as MCS (Multiple Chemical Sensitivity)

TECHNOLOGY THAT REMOVES ODOURS AND CHEMICALS FROM YOUR LAUNDRY

HOW CAN ODORKLENZ HELP YOU?

OdorKlenz Laundry Detergent for washing clothes and textiles is a washing powder that removes strong odors and chemicals in the laundry, which typical detergents cannot remove.

OdorKlenz Laundry Additive is ideal for people suffering from contact allergy or fragrance and chemical sensitivity (MCS, Multiple Chemical Sensitivity); for families and persons who have deliberately chosen to use fragrance-free detergents, but still wants to be able to remove annoying odours from the laundry; for athletes who wants to be completely free of "old" sweat odour in their synthetic sports fabrics; for stressed people who suffer from the smell of "cat urine" in shirts, blouses etc. caused by the stress hormone cortisol; for people where work-related odours in clothing is a problem such as the catering industry, farmers etc.

OdorKlenz uses earth minerals that have been enhanced with greater surface area resulting in more chemical activity towards odour-causing chemicals. The technology neutralizes the odours instead of masking with perfumes like many detergents and additives, making it ideal for chemically sensitive people.

OdorKlenz Laundry Detergent offers simple, safe and fast odour and fragrance elimination of washable fabrics affected by common laundry odours. The product is nonbleaching or staining, and most importantly, no masking agents or additional fragrances are added so

- your laundry will come out fragrance and chemical-free.

Removing mildew odours from clothes was once a difficult task, but now you can safely remove musty odours from clothes and linens without the use of harsh chemicals or masking agents. Clothes that were left in the washer overnight often headed right to the trash but now you can salvage your neglected laundry by washing them in a load of OdorKlenz Laundry Detergent.

The product is for use on cotton, personal delicate, nylon, polyester, spandex, washable lace, washable rayon, washable wool, and all other washable fabrics. Not intended for use with bleach or on dry-clean-only fabrics, leather, satin, silk, and suede.

- ✓ Removes strong organic odours such as sweat, urine, faeces, as well as odours and scents of other kinds from your washable textiles.
- ✓ New patented high-tech product from USA.
- ✓ A product that actually works!
- ✓ OdorKlenz is a 2-in-1 product: Deodorizer that removes odours/scents and detergent that removes stains and impurities.
- ✓ From only 60 cents per load.
- ✓ Safe to use for you and your family.
- ✓ Suitable for people suffering from fragrance allergy as well as MCS (Multiple Chemical Sensitivity).
- ✓ Removes all kinds of odours and chemicals from all your washable textiles.
- ✓ No perfume or harsh chemicals.

ODORKLENZ LAUNDRY DETERGENT

HOW DOES ODORKLENZ WORK?

Removal of pollutants and odours is an important application area with significant impact on human health and quality of life. Consumer products deploy a variety of technologies including: carbons, absorbents, enzymes, fragrances, talc, sodium carbonate, etc. to try to mitigate or mask the odour.

Many technologies have only limited removal capacities and often no odour elimination and neutralization capabilities. Often the odour chemical contaminates can be released back into the environment which is a major drawback of commonly used odour treatment products.

OdorKlenz materials are environmentally safe and non-toxic nanocrystalline metal oxides that are scientifically described as highly efficient "destructive adsorbent chemicals". When these materials come into contact with harmful odour causing chemical agents, the metal oxides' active sites first capture the chemical then initiate the neutralization process. This type of action is needed for the numerous types of odorous chemicals that possess a variety of different functional groups. The increased surface area, unique physical morphology, high chemical reactivity, and functional porosity, all contribute to the enhanced chemical adsorption and odour neutralizing characteristics.

ODORKLENZ REMOVES THE FOLLOWING ODOURS IN CLOTHES/TEXTILES:

- Perfume
- Sweat and body odours
- Odour from faeces and urine in eg. bed linen
- Odours in clothing from pets, pigs, mink etc.
- Smell of old clothes and mothballs
- Chemical odours
- Mould and mildew odour
- Diesel and gasoline odour
- Mildew odours in clothing left in the washer
- Firedamage and smoke odour in general
- Odours from dry-boiling, dry-frying, protein fire (the smell of burnt food)
- Fire with synthetic materials
- Cooking odours
- Smoke & tobacco odours
- Odour from sewage, faeces

The technology is not limited to these odours and can neutralize a wide range of chemicals and odour of different origins.

OdorKlenz Laundry Additive absorbs and neutralizes all odours, fragrances and chemicals in your laundry. It also removes stains and makes your clothes completely clean.

The neutralized chemicals are flushed into the sewage with the rinse water.

No other products on the market offer this advanced technology.

Suitable for people suffering from fragrance allergy as well as MCS (Multiple Chemical Sensitivity)

INSPIRED BY PEOPLE SUFFERING FROM MCS, MULTIPLE CHEMICAL SENSITIVITY

The development of OdorKlenz products was inspired by people suffering from fragrance and chemical sensitivity, "Multiple Chemical Sensitivity" also abbreviated MCS.

People suffering from MCS are especially sensitive to chemical pollutants in the air and clothes, and show symptoms because they are exposed to certain chemicals.

These symptoms can affect many body functions and the most common are:

- Headache
- Migraine
- Cognitive dysfunction (problems with thinking, memory and concentration)
- Severe fatigue, exhaustion
- Feeling sick, flu-feeling
- Dizziness
- Nausea
- Skin and mucosal problems, respiratory distress, eye discomfort
- Urinary tract infection
- Symptoms from the gastrointestinal tract
- Joint pain
- Chest pain

One of the biggest challenges for MCS patients is that they live in a world where chemicals and fragrances are present everywhere. Therefore there is a need for efficient methods to reduce symptoms and increase the quality of life for this group of people.

TYPES OF CHEMICALS

OdorKlenz products are effective against many different types of chemicals, such as:

- Esters
- Aromatics
- Alcohols
- Ketones
- Terpenes
- Amines
- Aldehydes
- Thiols

For people with MCS, many chemicals and substances with strong fragrance are the most common triggers for their symptoms and include:

- Perfumes
 - Pesticides
 - Cleaning products
 - Cigarette smoke
- and many more...

OdorKlenz products are designed to absorb and neutralize these types of chemicals and fragrances, while the products do not release other chemicals that can trigger new symptoms.



THE DIFFERENCE BETWEEN MULTIPLE CHEMICAL SENSITIVITY AND ALLERGY

ALLERGY can be measured in the blood or by skin prick test.

MULTIPLE CHEMICAL SENSITIVITY (MCS) can not be measured – one can only relate to the person's experiences.

SENSITIVITY is used for both allergy and chemical sensitivity.

ODORKLENZ LAUNDRY DETERGENT

USER GUIDE – BEST PRACTICES

With so many washing machine types and variable settings and options a person has when doing laundry, we wanted to put a list of best conditions to help you ensure the product performs as it is expected.

OdorKlenz Laundry Detergent removes odours, as well as fragrances and chemical substances from your textiles, and at the same time ensures that stains and visible dirt are removed from the clothes.

Please read all the product label instructions and follow those directions as best as possible. The instructions are here for your convenience:

Add the washing powder to the detergent drawer or directly to the clothes in the drum. For best results, use warm water. Do not use with bleach or vinegar. Keep the bag closed when not in use to maintain product effectiveness and avoid moisture build-up.

Laundry load	OdorKlenz
2-5 kg	½ scoop
6-10 kg	1 scoop

Safe for use on cotton, personal delicate, nylon, polyester, spandex, washable lace, washable rayon, washable wool, and all other washable fabrics.

Not intended for use with bleach or on dry-clean-only fabrics, leather, satin, silk, and suede.

This product is safe for the environment. Made from proprietary materials. Safe to use in High-Efficiency washing machines.

Fundamentally, for our laundry additive products to work best, they need to come into contact with the offending odour source.

Here are some suggestions and settings to use that encourage contact between our product and the offending odour/chemical source during the wash.

FOR BEST RESULTS:

- Use wash cycles with more agitation (wool/delicate cycle has reduced agitation).
- Warm water instead of cold water. Ideal at 30-90° C.
- Optionally, extra rinse at the end of the cycle.
- If your machine dispenses laundry products at timed moments in the wash, make sure OdorKlenz is dispensed during the main wash, not in a prewash or final rinse cycle.
- When washing heavily contaminated clothes, it is better to wash the clothes as soon as possible, and preferably in smaller loads (2-3 kg), as this would reduce the consumption of the OdorKlenz.

AVOID:

- **Any prewash or presoaks cycles.**
Please do not use prewash or presoak cycles. If your machine has these types of cycles and you added the detergent to the wash basin, it will likely be removed from the wash before it has anytime to interact with the odour source.
- **If the detergent is folded inside of fabrics.**
Please do not have the OdorKlenz detergent in a situation where it does not freely move within the wash. Since OdorKlenz additive does not behave like ordinary laundry detergent, it needs to be able to freely move within the wash to come into contact with the offending source odour.
- **Overloaded wash cycles.**
Over loading the washing machine makes it difficult for the additive to work properly. The level of contamination may be too much for the recommended dosage and the detergent may not be able to fully contact all the odour sources in the wash.
- **Do not use in combination with bleach, vinegar or other additives.**

Suitable for people suffering from fragrance allergy as well as MCS (Multiple Chemical Sensitivity)

SOAKING PROCEDURE – RECOMMENDED BY STUBBORN ODOURS

In some cases it can be beneficial to soak the clothing/textiles before washing. This can be useful to get some of the most stubborn odours out, but also reduces those pollutants from going into your washing machine.

Here are our recommendations for doing a soaking step before the laundry goes into the washing machine:

- Select a bucket or container that will comfortably hold (i.e. room to float) the items you are wanting to soak in Laundry Additive.
- Fill the empty container with enough warm water that will fully cover the wash items. (Do not put the clothes in yet).
- Next add the OdorKlenz detergent. Agitate to disperse the product.
- Add the clothing items you wish to soak.
- Let the items soak for at least 30 minutes (longer times periods will increase effectiveness). If the detergent looks like it has settle to the bottom, agitate to resuspend the product.
- After your soaking period is over, remove the items and place them in the wash machine and follow your normal wash care practices as recommended by your clothing label. You do not need to wash with OdorKlenz again.

FOR BEST RESULTS:

- **Agitate** occasionally during soaking to increase success of the process.
- Use **warm water** instead of cold water in the soaking process and in the wash machine.
- **Extra rinse** at the end of the cycle for the wash machine.

AVOID:

- Overload the soaking container. Over loading makes it difficult for the product to work properly. The level of contamination may be too much for the recommended dosage and the product may not be able to fully contact all the odour sources.
- Do not use in combination with bleach, vinegar or other additives. These counteract the efficacy of our product.

WHICH INGREDIENTS ARE ODORKLENZ MADE FROM?

OdorKlenz products are made from safe and effective earth minerals – magnesium oxide, magnesium hydroxide, zinc oxide, aluminum oxide – which are designed to remove the most stubborn odours from your home.

As OdorKlenz products come into contact with the offending odours, the product's chemistry attaches to and reacts with the pollutants and/or destroys/neutralizes the pollutant.

OdorKlenz products contain no masking agents or perfumes that leave behind residual scents.

OdorKlenz products are versatile, durable, and reliable odour neutralizers that are strong enough to eliminate stubborn odors, but gentle enough to use around your family and pets.





SWEAT



CHILDREN



CHEMICALS IN TEXTILES

OdorKlenz Laundry Detergent is used successfully for countless tasks



SMOKE



SENIORS



FRAGRANCE ALLERGY / MCS



FARMING



PETS



COOKING ODOUR



MILDEW ODOURS

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SPORT