



THE PUREST CLEAN

AT THE ESSENCE OF CLEAN

There's nothing like the feel of clean white laundry-crisp white shirts, soft white sheets and fluffy white towels. Why do some whites look dingy and old even after you wash them? Experts say that happens when dirt and stains don't come out completely. To get the purest clean, use bleach in your wash. When used as directed, bleach does not wear down fabric any more than using detergent alone. In addition to removing dirt and stains, using the right bleach- like Ultra Clorox[®] Bleach to whites- is also essential for removing invisible body soil from clothes, sheets and towels so you can be sure you're getting the purest clean.

Bleach Basics

The Convenient Way to Add Bleach

As the machine fills, pour Ultra Clorox[®] Bleach along with Wisk[®] detergent. Add clothes after agitation has begun.

How to Add Bleach for Best Results

Add detergent as washer fills, then add clothes.

After clothes are thoroughly wet and machine has agitated for 5 minutes, add bleach that's been diluted with one quart of water.

Avoid pouring solution directly onto fabric. Adding diluted bleach after detergent has dissolved a slightly brighter was load.

Removing Stains on White

Clorox[®] Bleach Pen Gel is a convenient way to remove stains from whites and the white part of multicolored striped, floral and patterned fabrics. The pen allows you to precisely apply bleach where it's needed. Use it on stains and watch them disappear!

Finishing Touch

Some people don't bother with fabric softener, but consider it icing on the cake. For outstanding softening and wrinkle reduction, use a capful of Snuggle[®] liquid in the final rinse. For added softness and static cling control, use a Snuggle[®] dryer sheet when you toss your clothes in the dryer. You won't believe how wonderfully soft and fresh smelling your clothes will be!