

## Are your 'clean' clothes truly clean?

Canadians may have reason to sweat the small stuff

TORONTO, July 13 - It's time to re-evaluate our approach to laundry. Canadians with the most conscientious laundry habits will be surprised to learn what could be lingering deep inside the fabric fibres of their clothes even after the wash is done.

Regular laundry detergent might get rid of the everyday dirt and stains you can see, but even the leading detergent can leave behind body oils and sweat that can get trapped deep inside the fibres of clothing, towels and linens. Your 'clean' clothes may not be truly clean.

Revolutionary technology

"Getting your laundry clean is about more than removing the dirt you can see, it's about removing the lingering body oils and sweat you can't see," says Mark Granja, Senior Scientist, Sun Products Corporation.

"Our research and development team conducted lab tests using fluorescing agents applied to clothing that were put under UV lights. These tests revealed sweat and body oils, which were not visible to the naked eye, glowing under the UV light - even after they had been washed with some other detergents."

New Sunlight Deep Clean(TM) laundry detergent contains a powerful combination of ingredients that safely penetrates the fibres of clothing and helps remove trapped body oils and sweat that other detergents can leave behind<sup>(1)</sup>. It is scientifically proven to clean visible everyday dirt, stains and unseen allergens<sup>(2)</sup> and to help remove lingering body oils and sweat that you can't see. It delivers a deep clean and freshness like never before<sup>(3)</sup>.

New State-of-the-Laundry survey for Sunlight<sup>(5)</sup>

A recent national State-of-the-Laundry survey for Sunlight, conducted by Angus Reid Public Opinion, found that 95 per cent of Canadian women are confident their clothes are free of dirt, sweat and body oils after washing. The reality is, one individual can produce as much as several litres of sweat each day, which might not be getting washed away<sup>(4)</sup>.

Canadian women might be confident in the cleanliness of their laundry, yet the Sunlight research shows we can't trust our senses alone in ensuring our laundry is truly clean and fresh.

"As a mother, I was surprised to learn that clothes that look and smell clean and fresh might actually trap body oils and sweat," says Jillian McLaughlin, Sunlight Deep Clean(TM) Brand Manager. "Canadian moms can trust that new Sunlight Deep Clean(TM) can help remove the body oils and sweat that other detergents can leave behind."

Dirty laundry secrets

The State-of-the-Laundry survey for Sunlight also found that Canadians might be diligent with their laundry, yet still harbour dirty laundry secrets:

- 26 per cent of respondents only wash pants, skirts or dresses when they become visibly dirty; 31 per cent of respondents wait until jeans are visibly dirty before they are washed
- One in 10 of women surveyed wash bedding only once a month

- One per cent of women surveyed wait until underwear/underpants are visibly dirty before they are washed

The survey also found that Canadian women are open to new detergent options to tackle their key laundry issues. Nearly three-quarters (74%) of respondents said they'd switch laundry detergents just to better remove sweat or odours.

2X concentrated power, convenience

Sunlight Deep Clean(TM) laundry detergent will help re-instill confidence in the cleanliness and freshness of Canadian laundry through the convenience of a 2X concentrated formula that works in both standard and high efficiency (HE) machines.

Availability and pricing

Sunlight Deep Clean(TM) laundry detergent will be available to Canadians at mass and grocery retailers across the country starting July 1st. It is offered in two variants - Fresh Rain(R) and Cold Water - and in 26 load (1.47L bottle), 52 load (2.95L bottle) and 78 load (4.43L bottle) sizes.

About Sun Products

The Sun Products Canada Corporation is a wholly owned subsidiary of The Sun Products Corporation. Headquartered in Wilton, Connecticut, Sun Products is a leading North American provider of laundry detergent, fabric softeners and other household products, with annual net sales of more than \$2 billion. The Company's portfolio of products are sold under well known brands that include all(R), Snuggle(R), Sun(R), Wisk(R), Surf(R), and Sunlight(R). In addition, Sun Products is the manufacturing partner for the majority of retailer brand laundry and dish products in North America. For more information visit: [www.sunproductscorp.com](http://www.sunproductscorp.com)

Footnotes:

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1. Lab testing conducted across other detergents like Tide(R) 2X Original, Purex(R) 2X After the Rain(R) and Arm & Hammer(R) 2X Baking Soda
2. Dog and cat dander and dust mite matter
3. vs. other Sunlight liquid laundry detergents
4. Sources: WebMD
5. Online survey of a representative national sample of 1,002 Canadian women with children under 18 living in their household, conducted by Angus Reid Public Opinion for Sun Product's Sunlight Deep Clean(TM) laundry detergent (May 28 - May 31, 2010). Margin of error is +/-3.1%, 19 times out of 20.