

**THE NATURAL  
DETERGENT ALTERNATIVE  
BASED ON THE INDIAN SOAP NUT**

# GENTLE

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## ON YOUR FABRICS, SKIN AND THE ENVIRONMENT

### SKIN DEEP

Would you use a body lotion that puts a layer of harmful chemicals on your skin and damages your health? No, you wouldn't, not intentionally, but probably habitually. When using conventional laundry detergents, you are very likely exposing yourself to toxins because of the residue on laundry. Detergent residue is a film left on fabrics by detergents, containing dyes, optical brighteners, fabric softeners, stain repellents, artificial perfumes, petroleum-based surfactants and much more. Our skin absorbs it, as it does with lotion. Some substances are bio accumulating in the human body, affecting people only after longer periods of exposure, causing allergies and other health problems in the long run. People with sensitive skin strongly react to these toxic substances. The skin is irritated, sensitive and may develop rashes, even eczema, especially when sweating.

### THE GENTLE ALTERNATIVE

Fortunately, there is a hypoallergenic, biodegradable and very effective alternative to these conventional detergents, which goes far beyond all other "green" detergents. It is called CLEANUT, a natural product derived from extracts of the Indian soap nut.

### THE MULTIPLE APPLICATIONS OF THE INDIAN SOAP NUT

Soap nuts are the fruits of the soap nut tree indigenous to India and the Himalayan region. The outer shell of the soap nut contains a soapy substance – saponins – that turns into a magnificent natural detergent when immersed in water. It is much more gentle on the skin than other detergents, with no reported cases of allergic reactions. In ancient India, these fruits were used for soap, hair wash powders and for laundering fine silks, wools and linens. In ancient Indian medicine, soap nuts are considered to be one of the three most beneficial fruits. Their use ranges from treating eczema, psoriasis to severe lung congestions. Ancient Indian therapies utilize soap nut powder extensively, for example to eliminate freckles and cracks in the skin.

### SUPERIOR BY NATURE

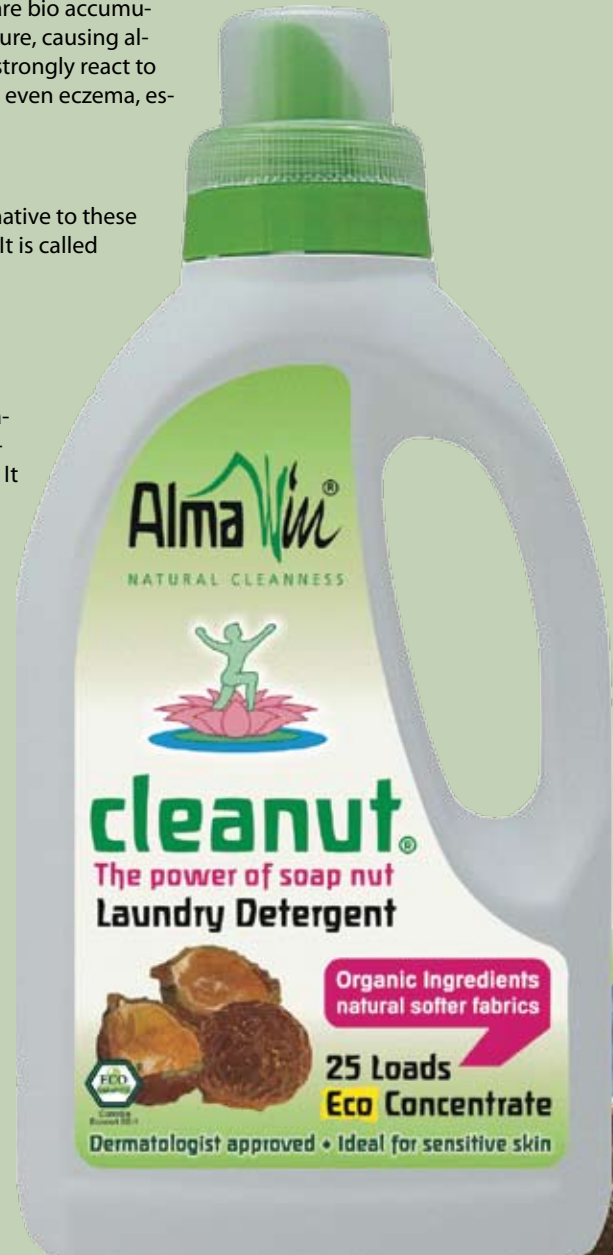
In Europe, soap nuts have become a best-seller, recognized as the finest alternative by people living an environmentally conscious lifestyle as well as those who suffer from allergies or multiple chemical sensitivities (MCS).

### ALL NATURAL INGREDIENTS

The saponins of the soap nut are anti-microbial and effective on grease soils. One fluid ounce is sufficient for one wash load of medium-soiled laundry. CLEANUT ingredients are not made of petroleum or genetically-modified organisms, nor does CLEANUT contain any phosphates, dyes, artificial fragrances, optical brighteners or chlorine. CLEANUT is a healthy and earth-friendly alternative to all conventional and alternative detergents.

### CERTIFIED BY MOTHER NATURE

Unlike any other product, CLEANUT has been tested and approved by dermatologists of leading German universities. CLEANUT is certified by EcoGarantie ([www.ecogarantie.eu](http://www.ecogarantie.eu)) and complies with the strictest, worldwide requirements for ecological detergents.



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