



Free & Clear

Liquid Laundry Detergent



#110020

Take care of your laundry with **Free & Clear Liquid Laundry Detergent**. This detergent is tough on stains, uses ZERO artificial brighteners, and is safe for virtually any washing machine type and any water temperature!

Free & Clear uses **directed evolution** technology on **enzymes**. This allows clothes to be washed, in almost all cases, at cooler temperatures, creating a more eco-friendly product! This newer technology also creates **enzymes** that eat up a wider variety of stains. Say goodbye to club soda and salt!

More benefits of this new technology on the next page.

Nobody Solves Tough Cleaning Challenges Better.



Free & Clear

FEATURES

- Tough on Stains
- Gentle on Skin
- Non-Toxic
- No Dyes or Synthetic Fragrances
- Biodegradable Formula
- Hypoallergenic

BENEFITS

- Safe for all washing machines
- Safe for any water temperature
- Using directed evolution on enzymes to create a cleaner and long lasting wash!

Directions For Use

- **PRETREAT:** Pour onto stained fabric, rub gently and soak
- **MEASURE:** To line 2 on cap (1.5 oz.) for medium loads; to line 4 on cap (2.2 oz.) for extra dirty or larger loads.
- **WASH:** Use dispenser for HE washers. For standard washers, start machine, add detergent, then clothes.

Directed Evolution Enzyme Benefits:

Cold Water and Energy Saving

- 80% of the energy use that makes up a load of laundry comes from heating the water. Directed evolution allows colder washes to work as effectively!

Enzymes Eat More

- A majority of the dirt comes from us, and that dirt contains proteins that soap doesn't effectively remove! Directed Evolution helps enzymes **ATTACK** these proteins, leaving cleaner and longer-lasting clothes.

Enzymes Do Not Quit

- Thanks to their catalytic qualities, these enzymes are able to keep going and going and going, making the production process much more resource-friendly and efficient!

Available in:



100 oz.
#110020

SAFETY: For retail, institutional, and industrial use only. Be sure to read all directions, precautionary and first aid statements on product labels before using this or any other Pioneer Brite product. If questions remain, consult your employer or a physician. Safety Data Sheets for all Pioneer Brite products are available from your authorized Pioneer Brite distributor and at www.pioneerbrite.com.