



EcoSense®

Mela
Soft®
Fabric Softener

Soft, fresh-scented laundry just makes life a little sweeter. But *MelaSoft* does more than just give you softer, fresher-smelling laundry, it also helps reduce static and relaxes wrinkles too! And *MelaSoft* does it all for a fraction of the cost of ordinary softeners! Try it just once and you'll never go back to your grocery store brand.

Unbelievably Soft, Static-Free Clothes

Natural enhancers penetrate deep into fabrics, giving clothes a silky softness while eliminating static cling.

Helps Reduce Wrinkles

Unique conditioners smooth and untangle clothing fibers to help keep wrinkles from forming—it's a difference you can see after just one wash!

All-Natural Formula; Superior Value

All-natural ingredients provide premium protection for clothes, while the 64 uses make *MelaSoft* a better choice for your budget.



Step 4: Soften
Make a difference in your laundry with *MelaSoft*. Your clothes will not only feel softer and smell fresher, but will look better too!



MelaSoft is part of the *EcoSense Laundry System*, a complete line of products formulated to wash clothes naturally, minimizing environmental impact.

With *MelaSoft*[®], your clothes look and feel better than ever! This all-natural formula not only softens your clothes—it freshens, reduces static, and relaxes wrinkles too! Working into each fiber of your clothes, *MelaSoft* delivers softer, more ready-to-wear clothes every time you wash. And with more loads per bottle than grocery store brands, *MelaSoft* is an affordable luxury that anyone can enjoy. Plus, *MelaSoft* is featured in a fresh springtime scent the whole family will love.

Soft, Static-Free Clothes

You've washed and brightened your laundry. Now complete the cycle with *MelaSoft*. While ordinary fabric softeners tend to coat the surface of fibers, making fabrics less absorbent (more scratchy), *MelaSoft's* natural enhancers penetrate deep into fabrics to soften each fiber. Towels come out feeling fluffy, and cotton T-shirts feel light and airy. *MelaSoft* does all this while providing superior protection against static cling.

Helps Reduce Wrinkles

During a normal wash cycle, fibers lose their flat, smooth shape. They become frayed and tangled, leaving wrinkles in the fabric. *MelaSoft's* natural conditioners penetrate deep into fabrics, smoothing and untangling fibers to keep wrinkles from forming. This smoothing process also keeps clothes looking brighter and more vibrant. What ordinary dryer sheet can deliver these unique benefits?

Superior Value

Besides being versatile, *MelaSoft* is better for your budget. With 64 uses (measured at one tablespoon per load), *MelaSoft* gives you more than double the uses of most retail brands!

How Do You Use *MelaSoft*?

For softening:

Add one tablespoon (.5 oz.) of *MelaSoft* to the rinse cycle or your machine's fabric softener dispenser.

For softening plus wrinkle reducing:

Add 1/8 cup (1 oz.) of *MelaSoft* to the rinse cycle or your machine's fabric softener dispenser.

Feel Soft and Fresh All the Time

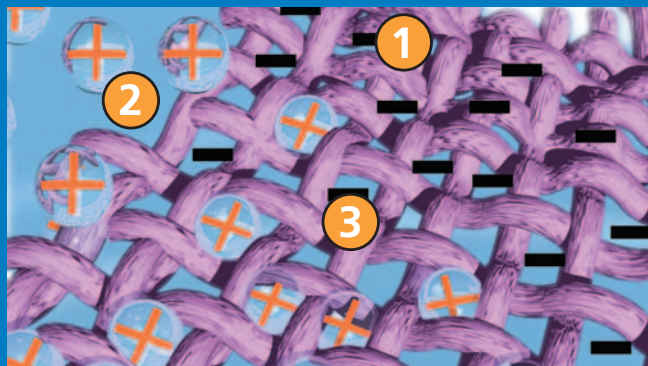
Try *MelaSoft* just once and you'll never go back to your grocery store brand. It's the fabric softener that gives new meaning to complete fabric care. That's because *MelaSoft* not only softens your clothes—it freshens, reduces static, and relaxes wrinkles too!

Because *MelaSoft* is made with all-natural ingredients, it's gentler on your clothes and safer for the environment than other liquid softeners. Plus, the bottle is 100% recyclable!

How Does It Work?

Positively-charged surfactants penetrate into the fibers of your clothing, softening in three steps.

1. They seek out the negative charges that cause static cling, wrinkles, and stiffness.
2. Positively charged surfactants surround each fiber, canceling out the negative charges.
3. Each fiber pushes away from the fiber next to it, which gives clothes extra lift and bounce.



EcoSense[®]

EcoSense Laundry Care is the only product system of its kind. It's the perfect balance between safety, performance, and value. From washing to wearing, you'll get your laundry cleaner, brighter, and better—without harmful chemicals or bleach. It's the kind of care your clothes, the environment, and your family deserve!

