Hygiene, both personal and home is a prerequisite for good health. In fact the most significant advances in health care and longevity in the last century have been achieved by attention to primary health care by way of a cleaner environment, for example drinking water, safe and effective disposal of sewerage, reduced contamination of food and higher standards of personal cleanliness. This in large part has been facilitated by the development and widespread use of various cleaning agents known as detergents. While these agents started out as products derived from natural products, our quest to produce powerful more effective cleaning agents soon resulted in the development and widespread use of synthetic detergents that by the early 60’s were having a major impact on the environment.

Our quest for cleanliness and the use of a vast array of synthetic cleaners has reduced the burden of ill-health as a result of lack of hygiene and imposed a new burden in the form of toxic chemicals. We are all exposed to these chemicals on a daily basis in our personal situations, in and around our homes, as we go to and from work and in our places of work. At GNLD we have a range of home care products that are specially formulated to be environment friendly, so that all your personal and home hygiene needs are catered for without exposure to a variety of toxic chemicals, a win-win situation for you and your family’s health.
Home Care Hints & Tips

For just about any cleaning task you will encounter in or around the house, one of GNLD's three unique cleaning products will help you meet your cleaning challenges efficiently and effectively. Exclusive to GNLD, each product has been specifically formulated to meet the broad range of consumer needs.

The following table illustrates the strength and respective uses of each product:

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Green</strong> - MILD/GENTLE PERSONAL CLEANER</td>
<td>Green is a remarkable liquid cleaning concentrate that thoroughly, yet gently dissolves dirt. With a neutral pH, it is fully compatible with the skin, which makes it an ideal personal care cleanser that is perfect for every member of the family. Versatile and economical, Green can be used full strength or diluted for hands, face, hair, body, plants, pets, baby clothes or woollens. Containing Kelpro, an exclusive organic, kelp-derived protein base for effective, gentle cleansing, Green is also 100 percent biodegradable.</td>
</tr>
<tr>
<td><strong>LDC</strong> - POWERFUL, CONCENTRATED, VERSATILE, MILD &amp; SAFE</td>
<td>LDC is versatile and effective in many cleaning situations. Gentle, yet extremely effective, LDC cleans the finest fabrics through to the dirtiest of dishes. Its super-concentrated formula means it is long lasting, cleaning the greasiest pots and pans through to delicate, hand washable clothing. Concentrated and economical, just a few drops can do a whole sink full of dishes!</td>
</tr>
</tbody>
</table>
| **Super 10** - INDUSTRIAL STRENGTH HOUSEHOLD SAFE | Versatile and economical, Super 10 eliminates the expense and hassle of a variety of special cleaners. Super 10, one of our top selling cleaners does the job of dozens of specialty household cleaners more effectively at a fraction of the cost. This industrial-strength product is safe for use on anything from removing stubborn fabric* stains to cleaning garage floors and anywhere it is safe to use water.  

*First test for colour fastness before use|
GNLD Cleaner Biodegradability

GNLD has always seen the importance of biodegradability in its cleaning products. “Biodegradable” refers to products that can be broken down into simpler, safer by-products by living organisms. In the case of detergents, this refers to the surfactants (organic foaming and cleaning agents) used in the product. This process depends on time, temperature and concentration, and under standard conditions in Australia, must be 80 percent complete within a maximum of 21 days. GNLD’s commitment to the environment means it has always exceeded this standard.

Non-biodegradable surfactants can accumulate in waterways and sewerage treatment plants, resulting in high concentrations that can be toxic to aquatic life. Large volumes of foam can also adversely affect the efficiency of sewerage treatment plants.

The higher concentration of GNLD cleaners means one GNLD product will equate to 10 of our competitors’ products. This in itself eliminates the need and expense for multiple household cleaners. Imagine the savings in packaging, manufacturing and transporting by reducing the number of cleaning products purchased in each household! Furthermore, the savings on packaging means a marked reduction in costs to the environment - less trees will be cut down to produce bottles and boxes. Similarly, by utilising fewer containers, disposal for landfill will be reduced. Although plastic containers can be recycled, GNLD product users will recycle one for every 10 that our competitors’ customers will use, which may not even be made from recyclable materials!

GNLD Difference in Cleaners

GNLD’s cleaners display a unique combination of versatility and superior performance, coupled with the highest regard for economical and ecological considerations.

- All GNLD cleaning products are concentrated, non-toxic and biodegradable, making them friendly to you and friendly to the environment.
- Diverse GNLD cleaners eliminate the need for a cupboard full of different products. Not only do you save on space, but you also save money!
- GNLD products reduce wastage. For example, for every 10 bottles of waste created by our competitors, only one bottle of Super 10 makes it to the bin - a 90 percent saving in bottles and 90 percent less strain on the environment. One bottle of Super 10 uses 90 percent less labels, lids and boxes, as well as less energy expenditure in manufacturing and freight.

GNLD’s cleaning products make even the hardest cleaning task a breeze! Experience for yourself the GNLD Difference in cleaning products today!
Demonstration Tips

GNLD’s liquid cleaners are superior products and with a little bit of practice, showing people exactly how effective they are will be a breeze! Remember, people buy products for what they can do. If they can see the benefits of GNLD cleaners, there is a better chance they will buy them.

It is easy to demonstrate the superiority of GNLD’s cleaners. Practice your demonstrations until you are proficient and customers will be more receptive to purchasing.

A presentation without a demonstration is merely conversation. Successful Distributors know that people want to know what a cleaning product will do for them before they will buy. Demonstrations therefore make “dollars and sense”, and the more senses you appeal to in a prospect, the higher success rate you will enjoy. Specific demonstration tips for each of the cleaners can be seen in their relative sections.

Let the superb GNLD Home Care range become your partners in achieving a beautifully healthy and hygienic home - happy cleaning!

Green Personal Cleaner

Green is used just like a soap, so it is great for washing, showering and bathing. It is rinseable, leaving no sticky, irritating residue and will not dry your skin like many other cleansing products can. In fact, Green can protect your hands with an “invisible glove” when you paint, work in the garden or do other dirty chores.

Demonstration Tips

- Onion Demonstration: Rub a piece of raw onion across the palm of a person’s hand. Ask them to sniff the disagreeable odour. Point out that people who handle fish or meat, or work with animals, have a similar problem. Now, place a few drops of Green in their palm and ask them to rub it in thoroughly, then sniff again. The onion odour will have completely disappeared!

- The “Invisible Glove”: Gently smooth a full-strength drop of Green, about the size of a ten cent piece, on a person’s hand and wrist. Allow a few moments for it to completely dry. Then, from a small jar or container you have ready, apply dirty oil all over the hand and make a big show of the mess. Now, ask the person to rinse off the dirty hand. The greasy oil will wash off easily.

PRODUCT FEATURES

- Contains kelpro - exclusive organic protein base, for effective, gentle cleansing.
- Versatile & economical - highly concentrated, to be used sparingly for effective results.
- Neutral pH - fully compatible with human skin.
- Free rinsing - leaves no sticky residue to attract dirt, dust or grime.
- “Invisible Gloves” - protects hands (see “How to Demonstrate”).
- Non-flammable - can be used or stored near heat or open flames.
- 100% biodegradable.
LDC - Light Duty Cleaner

Enhanced with the fragrance of flowers, LDC is the answer to many cleaning challenges. It is great for cleaning anything that needs a little extra care, such as crystal, sterling silver and fine china. It is made from a balanced blend of non-ionic surface active agents, reacted coconut oil amides, neutralised organic acids, skin conditioners and hard water ion chelators. Phosphate-free and 100 percent biodegradable, environmentally friendly LDC will not pollute waste water.

Demonstration Tips

- Paper Bag Demonstration: Fill two glasses with tap water and add 1 drop of LDC to one glass. Now, cut a paper bag into two pieces about 15cm square and scrunch them up as tightly as you can. Now put one on top of the liquid in each glass and watch the dramatic difference in the glass of water containing the LDC. The cleaner will penetrate the paper, saturating it and exposing all surfaces as it quickly unfolds. In the glass with plain water, the paper floats on the surface - for up to 24 hours! This provides dramatic proof of the “wetting” action and effectiveness of just a few drops of LDC.

- Clean Hands Demonstration: Pour some cooking oil on to someone’s hands and massage it in. Then pour a few drops of LDC on top and massage in. Fill a large jug with 3/4 ice and 1/4 water. Pour the iced water over their hands into a large clear basin (preferably glass). Let them rinse their hands while pouring, then see the results. Their hands will be clean and non-greasy and the water in the bowl will be milky white with the oil in suspension.

PRODUCT FEATURES

- Has three action surfactants acting as emulsifiers, solubilisers and wetting compounds.
- Gentle enough for fine fabrics, yet tough enough to clean the dirtiest of dishes.
- Completely phosphate-free.
- 100% biodegradable.
- Economical - highly concentrated to save you money and reduce containers in landfill waste.
- Versatile - effective in many cleaning functions, from a household cleaner to laundry, handwashing, dishes, pots, pans and many more duties.

Super 10 - Heavy Duty Cleaner

A balanced combination of reacted organic soap, mild solvents and a super wetting detergent means Super 10 can be used for a wide variety of cleaning problems. Concentrated, with a unique triple action to penetrate, dissolve and emulsify, its cleaning power lasts longer and costs less. It is especially effective on wood, tile, painted surfaces, porcelain, partitionings, screens and in the garage. It is safe for cleaning vinyl, plastic, enamel, carpets and upholstery* and is indispensable for hard-to-remove spots such as food and animal stains*. Super 10 is also non-flammable, organic, phosphate-free and 100 percent biodegradable. Super 10 dilutes instantly in any amount of water, whether it is hot or cold, hard or soft.

Mix Super 10 (1:3 mixture) and use for:
- Aluminium door and window frames
- Barbecues and grills
- Cleaning and deodourising animal boxes
- Cleaning cupboards
- Degreasing engines
- Driveways and garage floors
- Grouting
- Old blood stains, tar, tomato stains, car parts, tools
- Spots on wallpaper

Mix Super 10 (1:10 mixture) and use for:
- Aluminium, brass, copper, silver, stainless steel
- Juice stains
- Cleaning combs and brushes
- Luggage, plastic, laminate, walls
- Permanent ink, crayon marks, lipstick, blood stains, hard water stain (1:20 mixture)
- Spot cleaning laundry*
- Upholstery, vinyl, carpets, imitation leather*

*Please take care and first test for colour fastness before applying in a greater amount.
Demonstration Tip

- Carpet Demonstration: You may comment on Super 10’s safety on all types of surfaces, its versatility, its concentration. Use standard demo board and black crayon. Work into carpet. Spray on Super 10 (mix 10 to 1 in front of guests), allow to soak while mentioning its value and mildness as an oven cleaner. Ask guests to name their current oven cleaner which will usually be highly caustic; compare Super 10 to their cleaner. You may ask your customer to hold out their hand. Spray Super 10 and then comment “that’s my oven cleaner ... it is safe to use and 100% biodegradable. It is effective and has many uses”. Complete the demonstration by gently agitating the crayon stain with your finger and dabbing with any clean white absorbent cloth - DO NOT RUB - and then show your guests the positive end result!

PRODUCT FEATURES

- Industrial strength - yet safe for you and your home - harmless to any surface where it is safe to use water.
- Triple action - penetrates, dissolves, emulsifies.
- Versatile & economical - does the job of dozens of specialty household cleaners at a fraction of the cost. Effective on every job from removing stubborn stains in fabrics to cleaning garage floors.
- Concentrated - a little goes a long way.
- Free-rinsing - leaves no sticky residue.
- Non-flammable - safe near heat or flame.
- 100% biodegradable - organic and phosphate-free.

CAUTION: Contains monoethanolamine and 2-methylethoxy-propanol. Eye irritant. If contact with eyes occurs, flush repeatedly with cold running water for 15 minutes. If irritation persists, contact a physician. Keep out of reach of children.

General Cleaning Hints

- Treat spots and stains promptly to improve treatment effectiveness and minimise damage.
- Never mix other brands of cleaners together with GNLD products as this will reduce the effectiveness of the products and may result in undesirable chemical reactions.
- Make sure cleaning products are clearly labelled and kept in the original containers whenever possible and stored well out of reach of children.
- Before beginning any stain removal treatment, refer carefully to garment care instructions.
- Adopt a reasonable, regular and comprehensive cleaning routine - this can prevent many household cleaning problems before they occur.
- For optimum results, always follow product labels carefully; remain alert to any cleaning guidelines or precautions for particular household items.