



DISHWASHING MADE EASY

INNOVATIVE FOAMING DISH SOAP SPRAY
DESIGNED TO SUIT TODAY'S BUSY LIFESTYLES



Singapore, March 2014 – Method, the leader in eco-friendly home cleaning, laundry and personal care products, is innovating in the dish category again. This time with the launch of Power Foam dish soap – the first foaming dish soap in an ergonomic trigger spray bottle.

Combining functional design, delightful fragrance and powerful formula, Method has created a dish soap ideal for quick, convenient cleaning that fits with today's busy lifestyles. Power Foam's innovative design allows for targeted cleaning, with the ability to spray foaming soap instantly on a sponge or directly onto a dish. The trigger spray makes it easy to clean everything from narrow openings like baby bottles to wide surface areas like baking pans. The foaming formula and targeted application help the naturally derived cleaners cut through tough grease and stuck-on food.

"People are doing their dishes differently these days," said Josh Handy, Method's Vice President of Product Experience. "Most dish soaps available today are designed for filling up a sink with bubbles rather than for washing in a targeted manner, which is what we're seeing more people do. Seeing this shift in how people wash their dishes, we decided to create a product that improves the experience of an everyday chore and makes washing the dishes a bit more enjoyable."

The easy-to-spray design and fun foaming soap make Method's Power Foam dish soap an ideal solution for getting kids involved in the dishwashing routine. Parents can feel good about letting them pitch in because of the non-toxic formula that's free of dirty ingredients.



FRENCH LAVENDER



PINK GRAPEFRUIT



LEMON MINT

About Method's POWER FOAM DISH SOAP

There's nothing more dreadful than having to deal with a sink of dirty dishes. That's why we've added some foamy fun to our naturally derived, biodegradable dish soap which uses a trigger-happy sprayer that turns the liquid soap into foam to tackle the tough grease and stuck-on food. Now whose turn is it to wash the dishes?

FEATURES & BENEFITS

- 1 Innovative spray design makes it easy to clean everything from narrow openings like baby bottles to wide surfaces like baking pans
- 2 People friendly with non-toxic, naturally derived formulas
- 3 Tough on grease and stuck-on food

\$8.95 16fl oz/473ml

*Available at Home-Fix, Isetan Supermarket, Mediya and select Cold Storage outlets.

For more information on **method**, visit us at www.methodhome.com.sg or like us at www.facebook.com/methodhomesingapore



ABOUT METHOD

Founded in 2000, Method is the pioneer of premium planet-friendly and design-driven home, fabric and personal care products. Formulated with naturally derived, biodegradable ingredients, Method cleaners put the hurt on dirt without doing harm to people, creatures or the planet. Today, Method can be found in more than 40,000 retail locations throughout North America, Europe, Australia and Asia. Method is a privately held company headquartered in San Francisco, California.

ABOUT CORLISON PTE LTD

Established in 1964, Corlison Pte Ltd has grown from a small family business into one of the largest fully Singapore-owned distribution and brand management firms in the country.

Growing together with the brands we manage, we have helped many of them achieve market success via extensive country wide retail store distribution and creative marketing initiatives. Today, our company remains fully focused on ensuring we grow the brands under our care and that our partners feel and consider us “part of the family”.

Some of the brands we exclusively market and distribute include **Pearlie White®**, **method®**, **Vagisil®**, **Nip+Fab**, **Just For Men**, and many others.

