

TRU EARTH

FINALLY, AN **ECO-FRIENDLY LAUNDRY DETERGENT**, THATS AS **SENSITIVE ON YOUR SKIN**, AS IT TO THE **ENVIRONMENT**
IN A REVOLUTIONARY NEW STRIP FORM



TRU EARTH ECO-STRIPS ARE THE SMARTEST WAY TO CLEAN LAUNDRY, PERIOD.

Each strip packs ultra-concentrated, hypoallergenic, eco-friendly cleaning power into a tiny, pre-measured strip of detergent that you just toss in the wash. Its low-sudsing formula works in all types of washing machines, including high-efficiency (HE).

The smart formulation effectively seeks out and dislodges dirt molecules and stains, keeping them in suspension until they are rinsed away. It makes your laundry washing chore easier, healthier, more economical, and much kinder to our planet.

Clean, green, and simple!

The laundry detergent you use, should be as sensitive to your skin as it the environment.

It is our mission to put your family first, and is why our eco-strips are hypoallergenic and paraben free.

When you use Tru Earth Eco-Strips, you will feel confident that you are taking care of your family, and their future on this planet.



1: Remove Strip From Bag



2: Place Strip In Washer



3: Add Clothes

WHY TRU EARTH ECO-STRIPS?

GENTLE ENOUGH FOR EVEN THE MOST SENSITIVE SKIN

Not only are Tru Earth Eco-Strips incredibly convenient, we pride ourselves on safety and health. Tru Earth Eco-Strips are hypoallergenic, vegan friendly and Paraben-free and are gentle enough for even the most sensitive skin.

Here are just a few of the product certifications:

- Paraben-free
- Phosphate-free
- Free of added dyes
- Free of palm oil and palm oil derivatives
- Free of chlorine bleach
- Free of 1,4-dioxane, as certified by independent laboratory tests
- Readily biodegradable in accordance with OECD 310D
- Hypoallergenic, certified by independent dermatologists
- Vegan: no animal-based ingredients or testing on animals by us or our ingredient suppliers

DETERGENT THAT CARES ABOUT OUR PLANET - 94% LESS TRANSPORTATION POLLUTION

We care about the future of the world we live in. This is why Tru Earth Eco-Strips laundry detergent has a dramatically smaller ecofootprint than liquid and powder detergents. Its packaging uses less plastic, and its light weight reduces transportation fuel consumption and global-warming carbon emissions by 94% compared to today's leading-brand liquid and powder detergent.

Over 30 billion of loads of laundry are done in North America each year, and the environmental impact is massive. A load's worth of today's leading detergent weighs in at over 40 grams. A single Tru Earth Eco-Strip weighs less than 3 grams, or a whopping 94% lighter! With so much less to truck around, and no plastic jug, Tru Earth Eco-Strips helps you lighten your load on the environment. If everyone switched to Tru Earth Eco-Strips, the annual eco-savings would be enormous:

- Eliminate one billion plastic jugs (you read that right!), saving 700 million from going to landfills
- Save truck fuel and CO2 equivalent to taking 27 million cars off the road for a day, or planting nine million trees

NO MORE MEASURING - NO MORE MESS

Let's face it. Traditional laundry detergent is messy, and wastes so much space. Measuring out detergent whether it is liquid or powder almost always results in spillage. I don't know about you, but when I'm doing laundry, I don't need another thing to clean up.

With Tru Earth, 1 strip equals 1 load. No measuring and nothing to spill.

UNCOMPROMISING CLEANING POWER

Just because you want the chore of doing laundry to be simpler, cleaner, and more eco-friendly doesn't mean you have to give up cleaning power. This is why we haven't cut any corners with Tru Earth Eco-Strips Laundry Detergent.

Each strip of Tru Earth laundry detergent weighs just 3g, and packs the same power as 40g of premium liquid or powdered detergents. Experience Uncompromising Cleaning power that

- Removes The Toughest Stains
- Reveals Vibrant Colours
- Restores Radiant Whites

NO MORE WASTED SPACE

Take back your cupboard space! Traditional detergents fill up valuable cupboard space. Tru Earth Eco-strips give you back your space with our ultra-efficient packaging. Our packaging is so efficient that, you can fit over 400 loads worth of Tru Earth Eco- Strips in the same space as a single 100 load jug of traditional detergent.

Tru Earth Package dimensions:
Length 8.7" (22cm)x14cmx2cm
Width 5.5" (14cm)
Height 0.8" (2cm)