

THE DIRT ON CLEANING

Ha-Ra® has uncovered
some 'Dirty Little Secrets'
about conventional cleaning!
Check inside to find out how
to get a better, faster &
SAFER clean!

 **Ha-Ra**®
Das Original

TABLE OF CONTENTS

Introduction	1
Chapter 01. Chemicals Exposed	3
Chapter 02. The Big Clean	6
Your Easy Cleaning Calendar	8
Beyond the Clean	14



CLEANING Are You Doing it Right?

CLEANING – it is one of the small necessities of life that unites us all, and for most of us it is a chore... that sometimes feels never ending.

Don't you hate cleaning up only to find a few moments later that there's a new mess to fix or that you've missed a spot? Or, that after all the scrubbing and bleaching the stains are still visible?

The problem is that what most people believe about cleaning is that it is hard work and requires mountains of chemicals and detergents to do the job right.

This is more the message of clever marketing companies dedicated to selling you more and more products usually comprised of harmful chemicals cocktails to do a job that is never done. However, with the right tools and information, cleaning does not have to be harmful or a chore and you CAN spend less time cleaning and more time living – without sacrificing the results!

Welcome to a better way.

Welcome to Ha-Ra®



THE DIRT ON CLEANING

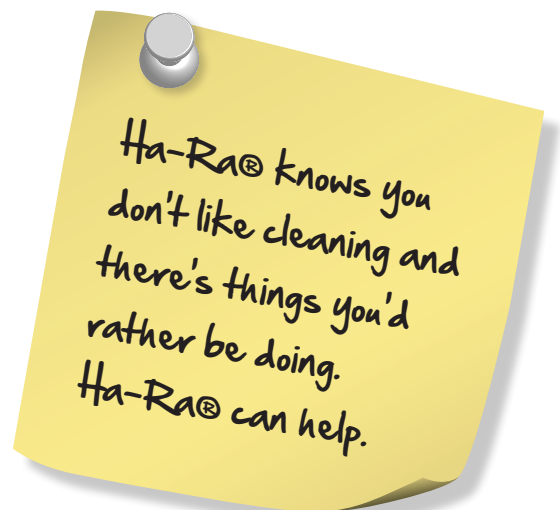


Ha-Ra® is passionate about cleaning, because we all know that having a clean home, car and office improves everybody's quality of life! If the cleaning's not done right, it can be the direct cause of many lifestyle ailments – from colds and allergies to mental confusion and distraction.

As much as we all enjoy the after-effects of having a clean environment, most of us dread the actual cleaning. It's an inevitable task that must be done so we suck it up and deal with it. It can be hard, annoying, smelly work that takes up our precious time (that if we are honest we would prefer to use doing something else) and most of the time it doesn't last, especially where there are kids and pets about.

Ha-Ra® is dedicated to educating Australian's on the dangers of commercial cleaning products and the chemicals used in them so that together we can easily reduce our carbon footprints and create healthier and safer environments for our families and friends with much less effort.

Imagine how wonderful you will feel when the house, car and office are clean, you've still got tonnes of time and energy to do the things you love, and you haven't endangered your family or the environment. With Ha-Ra® this can be a reality.



CHAPTER 01.

Are Commercial Cleaning Agents harming your household?



Did you know that cleaning products in your house right now may be harming you, your family and the environment! ”

Look under your sink and you'll most likely find a cocktail of expensive detergents and cleaning sprays. Ammonia, bleach, chlorine and formaldehyde are poisons commonly found in everyday cleaning products and people are openly inviting them into their home not knowing the risks they face, mistakenly believing that these are the products that they need to create a clean, healthy and safe environment.

When you think of the word 'poison' you probably think about someone ingesting toxic substances. However, your body can be poisoned in many ways including through the lungs and skin, and when you expose yourself to toxic chemicals through cleaning you are putting your body and your family at risk of poisoning every day.

CHEMICALS EXPOSED...

From inhaling toxic fumes from under the sink, to being surrounded by all those detergents, dishwashing products or even walking down the aisle in the super market, your body's immune system is being constantly tested and weakened. Even putting your hands in detergents while washing the dishes will cause leaching through your skin into your blood circulation.

If you're already feeling ill at the thought of this, imagine what is happening inside your body! The first step to change is to REMOVE all harmful agents from your house starting with dirty old sponges and mops to window sprays and bathroom cleaners and any other commercial cleaning product.

Chemicals... a new trend of harm:

- ✘ Since World War II 700,000 new chemicals have been introduced, developed out of chemical warfare. That's 250 billion pounds of synthetic chemicals produced each year and thousands are appearing in every day products on supermarket shelves. We are the first generation to grow up with extremely high levels of chemicals in the home.
- ✘ The Environmental Protection Authority reported that toxic chemicals found in every home are three times more likely to cause cancer than airborne pollutants.
- ✘ Most disinfectants, by nature, are potentially harmful or even toxic to humans or animals.
- ✘ Tests have shown that the intensive use of chemicals is a contributing factor to the growth of super-bugs.
- ✘ Using vinegar to clean is still using a chemical compound and isn't actually helping as it only provides one part of the cleaning process – the acid. For a total cleaning system you require an acid and an alkaline.
- ✘ Detergents leave a film on surfaces, which are therefore not clean, and can actually be damaging to your furniture, benches, floors and equipment.
- ✘ Many popular cleaning products only remove surface dirt and don't eradicate the germ-growing bacteria.

CHEMICALS EXPOSED...

Some helpful links for you to continue learning about these dangers and how to overcome them:

[CLEAN OUT GUIDE](#)

[CHEMICAL RISKS](#)

[ANTIBACTERIAL CLEANING](#)

Non-Chemical Cleaning... does it work?

Chemical cleaning agents and toxic detergents are no longer required to provide a clean and safe environment. There are numerous alternatives available that not only protect you and your family's health, they are also safe for the environment and CLEAN your home better.

Tests have shown that the physical removal of bacteria and micro-organisms by scrubbing is actually more effective than the anti-microbial effect of cleaning agents used (killing bacteria).

Even the definition of cleaning is 'the physical removal of organic material or soil from surfaces,' and yet we have spent years harming ourselves with a cocktail of complicated chemicals.

After a lifetime of cleaning the 'normal way', you're probably thinking 'Won't there still be germs growing if you do not use chemicals as you have not sprayed any disinfectant on the surface?' But what you might not know is that if you have a totally dry, clean surface the germs cannot grow, much in the same way as if we as humans do not have food and water we cannot survive; bacteria cannot survive without water and nutrients.

Knowing this, Ha-Ra® have developed a range of products that CLEAN your home with nothing more than advanced fibre technology and some H₂O. All Ha-Ra® products are designed to eradicate bacteria and give you a better than professional clean in half the time. They are also environmentally-friendly, chemical free and guaranteed to last!

CHAPTER 02.

The Ha-Ra® Way



Clean the Ha-Ra® Way
and save time, effort and
sanity. ”

So, it's going to be different. Cleaning the Ha-Ra® way may feel a little too easy at first, and you might be thinking surely this isn't a better clean? Now, the first 'BIG' clean will take you a little more time than usual, but this is just to ensure that your environment is 'detoxinated' from the chemical residue of the old cleaners and all bacteria is eradicated.

If your 'BIG' clean is a little daunting, you might want to select one room to tackle at a time, even if it's one room a week you will feel a sense of accomplishment and be on your way to a clean house that is safe for you, your family and the environment.

To save even more time, you can even spread out the tasks and action one 'weekly task' each day so that you don't have to spend your whole weekend cleaning. If you can, delegate the cleaning among family members.

After you complete the initial 'BIG' clean you can then create a weekly and daily schedule that will keep your house sparkling week in and week out with minimal effort and time!

THE BIG CLEAN

To remove all the toxins from your home environment you will need to strip back your surfaces – don't worry you'll only need some fibre products, water and a little elbow grease. Follow the steps for each room to achieve an all-over safe, effective clean fast.

Getting ready for a Ha-Ra® clean:

De-clutter your environment. You can't properly clean an area when it is full of 'things' and you'll feel much better when everything is organised. Arrange storage and filing solutions to keep surfaces clear and to prevent dust collection. A good way to prevent cluttering is to tidy regularly and make a point of not allowing things to gather on benches or have 'drop off' areas where bags and items are placed as soon as you arrive home. Put them away straight away – it will end up saving you time. Another way to manage this is to throw away old things as you get new ones – don't be a hoarder!

Set a routine for cleaning so that keep on top of all the areas of your house and don't forget about areas like the spare room (that quickly becomes the junk room) or your outdoor areas.

Get others involved with cleaning, like kids and partners so that they take ownership of the job and work with you to keep in clean and tidy.

Organise your closets to keep dust to a minimum, box or bag items that aren't used regularly so you can easily stack them and dust around them.



MY EASY CLEANING CALENDAR

TASKS	NAME	DAY	COMPLETED
DAILY			
Dishes			
Make the bed			
Bathroom wipe down			
Surface wipe			
Dust			
My time			
WEEKLY			
Bed sheets			
Floors			
Bathroom			
Toilets			
Laundry			
Dusting			
MONTHLY			
Windows			
Outdoor & BBQ			
Vehicles			
QUARTERLY			
Clean out cupboards			
De-clutter			
Garage			
Spare room			
Filing			

ROOM BY ROOM

KITCHEN

- ✓ After a while you'll notice that your cupboards, bench tops, range hoods, pots and pans become greasy and dirty. Overcome this with fibre cleaning to cut through the grease and absorb the fat. You don't need to fill your kitchen with chemicals – this is where you prepare your food so ensure that anything you use in this room you would feel comfortable ingesting, because you are.
- ✓ If you have any calcium build-up on glasses or in electric cookers and coffee machines use a natural citric acid to cut through and clean it out.
- ✓ Be sure to regularly check your toaster, microwave and other appliances as they can secretly hide crumbs, scraps and splashes and can be a breeding ground for bacteria. Clean them out then dry off to prevent bacteria growth.
- ✓ To help keep your fridge clean and sanitary, keep all food products covered and label them with the date you open/use them so that you know straight away when something should be thrown out instead of letting it fester in the back. A good way to keep on top of this is to do a fridge audit every bin day and throw out what is old.

FLOORS

- ✓ Begin your floor cleaning by first dry dusting to remove pet hair and give a general sweep of the main floor areas removing surface debris.
- ✓ Then follow with a damp floor pad to remove stains and finish with a drying cloth to remove all moisture and prevent new dirt and dust sticking.
- ✓ For a streak free floor, pads need rinsing and squeezing. Streaks appear either because the cloth is too wet or by using dirty pads, remember you can't clean with a dirty cloth!
- ✓ Use a press bucket to ensure you have an appropriately damp cloth, you don't want too much water splashing about.

ROOM BY ROOM...

BATHROOM

- ✓ Start with the cleanest areas first and work from the top down; begin with mirrors, taps and similar fittings, and tiled walls, then do the shower-screen, basins, bath and floors last.
- ✓ Remove calcium build up with natural citric acid, just apply, let it sit for a while and then rinse it off. Note: don't use this product on marble or similar surfaces.
- ✓ Windows, mirrors and shower-screens should be cleaned regularly but shouldn't be covered in chemicals – this leaves a film and actually makes it dirtier, you'll notice it steams up so much more as the steam clings to the chemicals. Using fibres and water will provide a better clean without residue and will stay cleaner for longer.
- ✓ The most common reason for smelly toilets is a build-up of urine lurking in areas you can't get to, such as behind the toilet bowl and under the seat. To clean your toilet, remove the seat (by loosening the two wing-nuts under the seat), and wipe out the whole area and dry it off to prevent any bacteria growth.
- ✓ If you are having mould problems on ceilings and other painted surfaces, use a damp fibre cloth and then simply wipe and the job is done. You don't need to 'kill' the mould, just remove the things that allow it to grow.

OUTDOORS

- ✓ Clean screens, gutters, down pipes, stone benches, granite, mould on walls, ceilings, furniture and outdoor surfaces with a strong fibre glove and some water and wring dry, wipe over the surface, rinse, wring dry and repeat as often as it needs.
- ✓ Degrease around fatty areas such as the BBQ and outdoor tables with a fibre cloth and water. Clean off the BBQ as soon as possible after use while the plate is still warm as this will make it easier to remove the food bits and fats.
- ✓ Clean hard-to-reach areas such as patio ceilings and walls with a broom handle extension to save your back and your time.

ROOM BY ROOM...

CAR, BOAT, CARAVAN

When most people wash their cars they use soapy chemicals and waste lots of water that ends up down drains into water tables poisoning eco-systems. Some people use waxes and chemical finishes that can actually ruin the surfaces of vehicles, both inside and out.

With one bucket of water and a fibre cleaning system you can clean the heaviest of dirt and sand from your vehicle, inside and out.

- ✓ Park your car on the grass before you clean it so that the water you use can be soaked up by your lawn and garden (don't use soaps or chemicals), don't waste it by sending it straight down the drain.
- ✓ The best way to clean your vehicle is to do regular small cleans. Leaving it to one big clean every few months will make it harder and more time consuming to effectively clean.
- ✓ If your vehicle becomes particularly dirty, say for example you've just taken your car 4 wheel driving, it is best to clean it as soon as you get home as the dirt will be easier to remove the sooner you get to it.
- ✓ Don't forget to clean underneath your car, in the small indentations of mag wheels, around the doors and under the bonnet, dirt and bugs can get caught in here.
- ✓ Dust the inside of your car with a fibre cloth to collect the dust rather than brush it around. Don't spray chemicals on your internal surfaces as it can actually destroy the material.
- ✓ Recycle the water once you've finished cleaning by throwing it on the garden.



ROOM BY ROOM...

WINDOWS & SCREENS

- ✓ Scrub down your security screens and dirty doors with a damp strong fibre to remove dirt and grease. Simply massage the fibres into the screen's indentations and rinse and repeat until your fibre comes back clean. You don't have to detach the screens or make a mess rinsing, you'll also save water by not having to hose down the screens.
- ✓ Use a damp fibre glove to clean window frames, runners and tracks of droppings, cobwebs and dust. Just dampen the glove with some water and wipe the surfaces. The glove protects your fingers so you can get in the grooves and tracks.
- ✓ To clean your window glass use a damp fibre system and wipe over the surface until the dirt has been loosened. Dry off the glass with a rubber blade to remove all moisture and to prevent water spots and new dirt from sticking.

DUSTING

More than 90% of household dust comes from people and fabric: tiny flakes of skin, barely visible fibres that float on the slightest air currents and settle on every surface in your house. The key is to capture dust, not just spread it around, which is exactly what feather dusters and dry rags will do.

- ✓ Use vacuum attachments only on surfaces that are hard to dust with a cloth, such as rough surfaces and intricate woodwork, because the exhaust stream from a vacuum whips up a dust storm.
- ✓ Use a static-charged fibre glove to collect dirt into the fibres, not like the feather duster that flicks the dust from one place to another.
- ✓ Your bedding collects skin flakes, sheds its own fibres, and sends out a puff of dust every time you roll over. To minimize the fallout, wash sheets and pillowcases weekly. Items that aren't machine washable don't need weekly trips to the dry cleaners—just take blankets and bedspreads outside and shake them.

ROOM BY ROOM...

QUICK CLEAN

- ✓ Washing dishes daily will help keep your kitchen clean and hygienic, it's best to clean as you cook – this will feel like there's less to do and will also help prevent food contamination.
 - ✓ Keep a fibre cloth handy so you can wipe down surfaces regularly to keep dust down to a minimum and keep surfaces dry to prevent mould and bacteria growth. While you're on the phone and walking about, why not have a cloth in hand and dust as you chat?
 - ✓ When you're in the shower or at the sink in the bathroom, give these areas a quick wipe down or dry off as you use them so that you don't have to work so hard on your 'big cleans'
-



BEYOND THE CLEAN



Imagine what life would be like if you could clean in half the time with the peace of mind that your home was safe, clean and helping to reduce your carbon footprint.

Life is meant for living, and with the pressures of the modern society, we can often forget to use our time for the things we love in the pursuit of doing and having it all. Don't let the everyday nuisances of 'cleaning' keep you from going after what you dream or stop you from taking time for yourself, especially when there is a better way!

Whether you want to lose yourself in a book, take up a new hobby or spend more time with the kids, Ha-Ra® makes living life easier!

Take some time right now to think about something that you have been 'putting off' because you don't have the time? Maybe you want to learn a new skill? Or start baking again? Could you be exercising more, or spending more time with the kids?

BEYOND THE CLEAN...

Spend 5 minutes now just 'being' and then take a moment to write below what the one thing is that you would like to spend an extra half hour a day dedicated to:

If I had an extra half an hour a day to spend however I wanted I would:

If I spent half an hour a day doing this for 3 months, I would feel:

Take back your time now!

When you start cleaning the Ha-Ra® Way you will find that life has more time and space for the things you love. Start today by scheduling your 'BIG CLEAN' and then get your Ha-Ra® schedules ready so that cleaning is never a chore again!

Use Ha-Ra® and get back to what you'd rather be doing!

CLEAN LESS.
BE MORE.
USE HA-RA®



Das Original

www.Ha-Ra.com.au