

The Comprehensive Guide to Caring for Your CloudCloth®



Table of Contents

Introduction

Chapter I: Washing Practices

Chapter II: Drying

Chapter III: Routine

Chapter IV: A place for everything, everything in its place.

Chapter V: Repurposing your CloudCloths®

INTRODUCTION

What's best for you and for our planet

Since the start of the CloudCloth® journey in 2017, sustainability has been at the centre.

As much as I was searching for something to improve my skin and skincare routine in a gentle and kind way, I wanted to be able to do it in a way that was gentle and kind to our environment too. For me, this was a non-negotiable and it is why, over the years, we have maintained our commitment to develop a product that has stayed true to that mission.

Not only that, as a small business, we have so much gratitude for everyone that makes a purchase. It really means a lot and we are always thinking about how we can help our customers, like you, get the most out of your purchase.

Your CloudCloths® have the potential to be a long-lasting essential in your skincare routine and this comprehensive guide incorporates practical strategies to enhance the durability and longevity of your cloths, ensuring they remain at their best for as long as possible.

Here you will find some of our top tips to take care of your CloudCloths® and help them last, including some ideas for how to use them when no longer suitable for your skin.

You see, for us, it's never about our needs or the planet's. It's always both: #thatswhy

-Catherine

CHAPTER I

Washing Practices

Whether you wear makeup or not, ensuring that your cloths are regularly and properly rinsed after use is a must.

For high-pigment residues, like mascara or lipstick, you should always rinse the cloth *immediately* after removing the makeup.

Keep it simple by using regular hand soap. Lather the soap onto the cloth post-cleanse and give it a quick rinse under running water. Doing this should effectively remove any makeup and other residues from the cloth. What's best is that it only takes a few seconds to ensure your cloth is left clean and limit stains taking hold.

If you are intending to use the cloth again before a machine wash, be sure to give it a second rinse under the tap to ensure soap is washed away too.

Incorporating your CloudCloths® into a weekly machine washing routine ensures they are always fresh and ready for you to use. Following the quick wash-and-rinse step post-use before they go into a machine wash contributes to maintaining the cloth's appearance and hygiene, and keeps them coming out like new.

These simple steps will really help your cloths last longer, and maintain their effectiveness on your skin.

Proof that there is strength in our tiniest of daily habits.



In the bath, shower or sink, always rinse your cloths!

CHAPTER II

Drying

Ensuring that your cloths are properly dried is incredibly important too.

Air-drying

We suggest allowing the cloth to air-dry in between use and machine washing.

BUT you must avoid leaving the cloth to lie flat against the sink or bath, or in a pile of laundry. Damp fabric can become problematic if left for too long. This is how mold can develop as the fabric isn't getting enough air to properly dry it out.

To prevent this happening, be sure to hang the cloth so that both sides have access to air. The sewn-in hang tag on each cloth is really handy for this.

This is also why we recommend using a string bag for storing your used cloths, pre-machine washing. Just hang it up in the bathroom and after you've finished with your CloudCloth® you can simply drop it in the bag ready for its weekly wash.

If you are going to use the cloth for a second time, say for instance you have used it for your morning cleanse and want to use the same cloth again in the evening, hang the cloth to dry on a hook or taps are a good option as well.

Tumble drying

Giving your cloths a spin in the tumble dryer can help soften them and raise the nap on the fluffy side.

However, this is completely optional and the air drying techniques will still keep your cloths in great shape.

Keeping dry pre-wash

Ideally you would dry out the cloth before adding to your wash pile. However, we discovered that keeping a string bag in the bathroom is a very handy mini hamper for

your used cloths.

Hang it up in the bathroom and after you've finished with your CloudCloth® you can simply drop it in the bag ready for its machine wash.

The string bag will allow air to flow and should help avoid mold issues.

CHAPTER III

Routine

Good skincare is about routine and consistency.

We know it can be difficult to stick to routines in life. However, when it comes to skincare this is your superpower. Give yourself a break and make your routine as easy as possible.

The 7-pack of CloudCloths® was designed specifically for this purpose – to make it as easy as possible to have a clean cloth to hand each day, for both morning and evening routines.

You can double the use of each cloth by using a fresh one in the morning when your skin is most likely to be product free, and then again in the evening to remove any makeup, SPF, pollution, and anything else you may have faced during the day.

One cloth for each day, every day.



Our 7-pack of cloths fresh and ready to use.

CHAPTER IV

A place for everything, everything in its place.

Giving your cloths a place of their own before and after use makes cloth cleansing so much easier.

As with many things, the more care you take, whether before or after use, the longer something is likely last. We think it's important to take care of your cloths at every stage of their usage.

For the freshly washed and ready-to-use cloths we keep them folded in a small basket. Not only will this look pleasing on your bathroom counter, it will keep your cloths together and make it easy to grab one when you need it. (Top tip: 15cm x 15cm x 15cm baskets will hold your cloths when folded into a quarter size).

For your used cloths, as we mentioned before, we use a traditional cotton string shopper bag. When they're ready, simply drop your used cloths in here, which will let them breathe while waiting to go into their machine wash. We like to do this to keep them separate from other laundry items too.

We also try to keep a stack of cloths for makeup removal and another for non-makeup removal, however we understand that need varies from person to person.

We think there is a lot to be said for using your cleansing routine as moment for calm and reflection. Though it seems simple, being organised and having the right tools clean and ready to go can have a positive impact on your day to day.



A handy string bag to keep your used cloths..

CHAPTER V

Repurposing your CloudCloths®

Going beyond their purpose of supporting your skincare routine can significantly extend the life of your cloths.

Skincare

The aim of our cloths is to minimise the impact of disposable skincare and cosmetic wipes on our planet. Given that, by following this guide, we encourage you to take good care of and use your cloths for skincare for as long as possible and as long as they are effectively supporting your routine.

However, when your cloths have come to the end of that usage, there are several uses that can extend their product-life, which we hope you will consider.

At home

Due to their softness, you can repurpose the cloths as gentle rags for cleaning delicate items around the home.

Simply cut off the hanging tag to identify which set of cloths is for skincare and which is for

your home.

Cleaning makeup brushes

If your cloths have been worked out of rotation due to makeup or other residue stains, that makes them a great companion for when you're washing your makeup brushes and cosmetic tools.

Exploring

For those of you that are outdoor adventurers and travellers, you will likely have many uses for small cloths but may not want to worry about being too precious about it.

Used cloths are perfect for taking as a small hand towel on a hike or long walk in the wilderness, or to dampen and use to cool down on summertime adventures.

Textile recycling

When it is time for them to go,

we urge you to find out if there is somewhere to deposit them as part of a textile recycling programme.

Search for your local scheme via WRAP's (The Waste and Resources Action Programme) online search tool at www.recyclenow.com

Through considerate practices, your cloths can be carefully maintained and eventually repurposed, allowing them to be beneficial and meaningful additions to your home and self-care practices.

More information can be found directly on our website www.cloudcloth.co.uk

Have a question?

Contact us at www.cloudcloth.co.uk