



NEW FORMULA

AMWAY HOME™ DISH DROPS™ Automatic Dishwasher Tablets



Why reformulate?

AMWAY™ scientists are constantly searching for new technologies to improve our products. All our products need to be:

- ✓ performance improved
- ✓ more innovative
- ✓ more environmentally friendly

Therefore, we have developed a new US patented formula for our great performing DISH DROPS Tablets – making them even better to further exceed our customers' needs and expectations.



New features & benefits

- **Spot reduction formula** delivers excellent results, even in hard water areas.
- Improved soft water performance considerably reduces risk of **glass etching**.
- **Environmentally conscious**: new, more compact packaging helps to **reduce the environmental footprint** of the product.

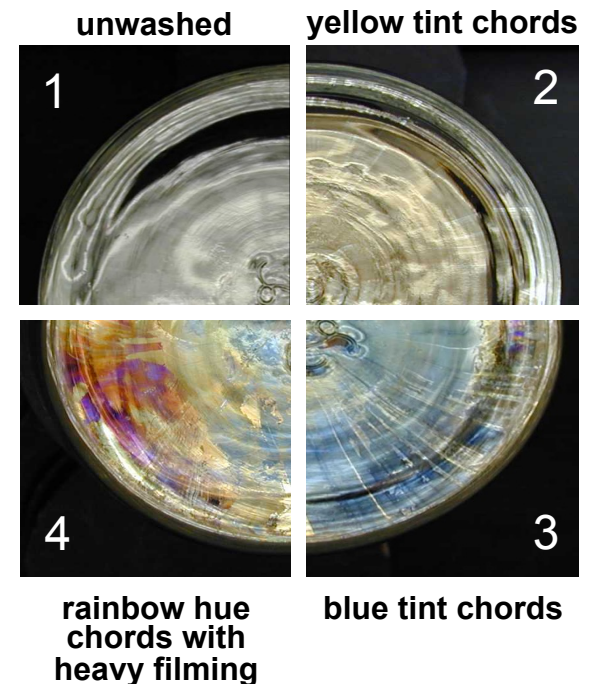


Order number: 109867

Etching of glassware

- **Glass etching** is a phenomenon that is caused by some automatic detergents in **soft water environments**.
- It typically occurs **over the course of many washes** (50 to 100) and manifests itself initially as an iridescent hue on the glass and later as a heavy film. These are the result of chemical etching and are **irreversible**.
- Having studied this phenomenon extensively, Amway scientists have developed the new DISH DROPS tablets, to reduce the risk of glass etching.

Etching is a progression from clear glassware (picture 1) towards a glass with an iridescent tint and film (picture 4).



The new look of DISH DROPS

- The tablets are enclosed in a water-soluble wrapper to protect skin from direct contact with the detergent.
- The new tablets deliver a higher performance in a denser, smaller size compared to previous DISH DROPS Tablets. The multiple layers visibly portray the following product benefits:
 - ✓ The **green layer** indicates that DISH DROPS are **environmentally conscious**.
 - ✓ The **white layer** represents the **effective cleaning performance** that DISH DROPS has always delivered.
 - ✓ The **yellow layer** represents the **patented film prevention technology (US patent)** found in every DISH DROPS Tablet that leaves dishes sparkling and drip-free.

Environmentally conscious

Strong cleaning performance

Patented film prevention technology



All-in-one formula

The all-in-one formula ensures **premium performance even at 40°C.**

These essential cleaning actions are covered by the new formula:

- ✓ **Cleaner**
- ✓ **Rinse aid** – no additional rinse aid necessary*
- ✓ **Salt factor** – no additional salt needs necessary*
- ✓ **Dishwasher Cleaner**
- ✓ **Glass protection**
- ✓ **Silver protection**
- ✓ **Crust solvent**
- ✓ **Stainless steel brilliance.**

* This applies for most water conditions. Only in very hard water you may want to add additional salt and rinse aid in order to maximise performance.

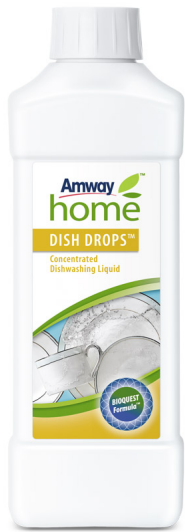


Quick comparison



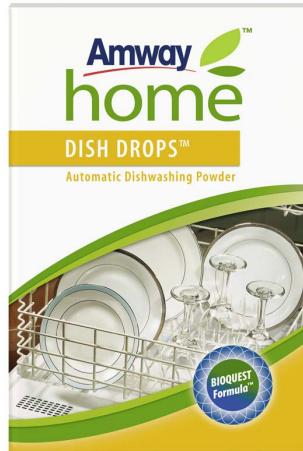
New formula	—	✓
Patented original US formula	—	✓
Better performance in soft water	—	✓
Considerably reduces risk of glass etching	—	✓
60 tablets	✓	✓
Dissolvable wrapper	✓	✓
Biodegradable	✓	✓
All-in-one formula	✓	✓
Contains salt	✓	✓
Contains rinse aid	✓	✓
Safe for septic systems	✓	✓
Phosphate-free	✓	✓

Cross-selling



**DISH DROPS
CONCENTRATED
Dishwashing
Liquid**

Order number:
110488 – 1 L



**DISH DROPS
AUTOMATIC
Dishwashing
Powder**

Order number:
110489 – 1.4 kg



**DISH DROPS
SCRUB BUDS™
Stainless Steel
Scouring Pads**

Order number:
110490 – pack of 4