

AMWAY HOME™ SA8™ All Fabric Bleach

KEY PRODUCT MESSAGE

Removes stains at all temperatures without the chlorine smell or irritation of conventional bleaches. Use it to get whites whiter or to clean harsh stains on countertops, sinks and in coffeepots or teapots.

PRODUCT OVERVIEW

- SA8 All Fabric Bleach is the ideal, powerful and versatile active oxygen bleach (non-chlorine)
- Eliminates even the toughest stains on virtually all washable fabrics, both colours and whites
- Brightens and cleans clothes in virtually all temperatures, using biodegradable, dermatologist-tested cleaning ingredients that leave no residues on clothing and that are safe for the environment
- An active oxygen bleach with our exclusive biodegradable BIOQUEST FORMULA™, can safely be used in your washing machine or when washing by hand

TARGET CUSTOMERS

Conscientious customers who are looking for:

- An active-oxygen bleach that attacks stains on laundry leaving whites whiter, at all temperatures, **without** harmful chlorine
- A bleach that is safe for their families, fabrics and septic systems, one that offers excellent value-for-money and that can be used to clean other surfaces and household items



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FEATURES / BENEFITS

FEATURE	BENEFIT
Over twice as concentrated as typical competing oxygen bleaches	Provides a more powerful solution.
Active oxygen bleach with BIOQUEST FORMULA™ acts as powerful detergent booster and pre-soak treatment	Eliminates the toughest colorful stains – tea, coffee, wine, fruit juices and more
Biodegradable, earth and family preferred, it contains no phosphates, dyes, or chlorine	Safe for septic systems, when used as directed

CONVERSATION STARTERS

- Start your conversation by asking your customer some questions about their laundry care products
- Begin talking about the commonly known disadvantages of chlorine, explain that there are no such worries with our bleach.
- Is it important for you to look professional and fashionable but worry about the effect bleach can have on colours and fabrics?
- Are you concerned about the effect of chlorine bleach on the state of your clothes as well as the state of the environment?
- Would you prefer a versatile and effective bleach that is safe for your family and for all washable fabrics and colours?
- Do you find it hard to remove tea and coffee stains from your favourite cups and teapots without leaving behind a harsh chlorine taste and smell?

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PRODUCT USAGE

HOW TO USE: Use as a detergent booster or pre-soak for laundry, can also be used for non-laundry stains

- **Detergent Booster:** Add 10ml ($\frac{2}{3}$ capful) to washing load (four minutes after start of wash cycle). For best results, use in hot water, 60 C or higher.
 - **Pre-soak:** Add 5ml ($\frac{1}{3}$ capful) to 2litres hot water. Soak stained item for at least 30 minutes (longer for tough stains). Then wash as normal.
 - **Non-laundry cleaning:** Sprinkle powder onto countertops, tiles and other surfaces. Scrub with damp sponge or cloth and then rinse.
 - **Non-laundry stains:** For stained coffee or teapot, fill the pot with hot or boiling water. Add 5ml All Fabric Bleach, allow to stand for 60 minutes or until clean. Drain. Rinse thoroughly.
- NOTE:** Do not use on wool or silk
Do not use with chlorine bleach

DEMONSTRATION: “Stains Gone, No Fading Demonstration”

Demonstrate how SA8 All Fabric Bleach quickly and effectively removes stains **WITHOUT** fading colours.

DEMONSTRATION

- **Purpose:** SA8 All Fabric Bleach will remove the stain from the coloured cloth without damaging or fading
- **Materials needed:** SA8 All Fabric Bleach, 1 litre glass bowl or jar, hot water, small spoon, 10cm x 10 cm swatch of colour or printed cotton fabric, and 1 bottle of grape juice or red wine

Instructions:

1. Spill a small spoonful of grape juice/wine on the fabric swatch. For added difficulty, the stain can be allowed to “set” by drying overnight. Stained cloth may be stored in the dark for later use.
2. Measure one litre of hot tap water (50 C) into the glass bowl. Add one small spoonful of SA8 All Fabric Bleach. Stir until dissolved.
3. Gently lower the stained cloth into the hot SA8 All Fabric Bleach solution. Within seconds, the purple stain will begin to disappear. After five minutes the stain will be completely removed.
4. Show the clean swatch. The stain is removed without harming the clothing dyes.
5. When demo is done, dispose of the remaining SA8 All Fabric Bleach solution. Rinse cloth and allow to dry.



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CROSS-SELLING PRODUCTS

Use these selling techniques when planning a conversation or during a sales meeting. Cross-selling other products shows customers you're concerned about all of their needs and empowers them to make an informed choice about the best products.

Specific Cross Selling Opportunities:

- **AMWAY HOME™ SA8™ Delicate Detergent:** Combine one of our best-selling laundry detergents with SA8 All Fabric Bleach, and you get unrivaled cleaning and stain-removing power via earth-friendly, family-sensitive ingredients derived from natural sources.
- **AMWAY HOME™ SA8™ Prewash Spray:** This powerful, effective stain remover is the perfect complement to SA8 All Fabric Bleach; contains biodegradable ingredients that help remove tough grime, without scrubbing or soaking. Spray collars and cuffs before washing. Easily lift out stains including oil, chocolate, mayonnaise and grease.

FOLLOW-UP

Within 1 Week:

- Follow up with your customer to see if they need any information on how to use the product

1 Month:

- Your customer has had time to use the product and at one month it is a great time to get feedback on their product satisfaction
- Make sure to ask your customer questions about how they are using the product and how often they are using it to get an indication of when they may need to re-order
- This product will likely last longer than other competitor products, however, how long it does last will vary based upon seasons, demographics of the family, lifestyle, laundry habits etc

3 – 6 Months:

- Follow up with your customer after 3 – 6 months to see if the product needs to be re-ordered or if they have any additional questions
- You may also want to take the opportunity to cross-sell additional products in the laundry category or newly launched product offerings

