

AMWAY HOME™ SA8™ Baby Concentrated Laundry Detergent

KEY PRODUCT MESSAGE

Ideal for use on all of your family's laundry, but specially formulated for young, sensitive skin and highly soiled garments and gets the approval of parents, paediatricians and dermatologists. Its BIOQUEST FORMULA™ is strong enough to power away stains and dirt – including organic and protein-based stains or body soils – on nappies, clothing, bed linens and blankets

PRODUCT OVERVIEW

- A highly concentrated and versatile product that's a great value and delivers results. It is a product that is safe for babies, families, septic systems
- Effective on all types of fabrics, in all temperatures and can safely be used in your washing machine or when washing by hand
- Naturally based ingredients rinse away, so it leaves behind no residues that can irritate delicate skin.
- The Design for Environment (DfE) logo signifies that the formula for this product contains ingredients with more positive health and environmental characteristics than conventional cleaners

TARGET CUSTOMERS

Conscientious customers who are looking for:

- A powerful, biodegradable laundry detergent that contains naturally derived ingredients
- A detergent that effectively removes grime and stains without leaving residues that can irritate skin.



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FEATURES / BENEFITS

FEATURE	BENEFIT
Biodegradable BIOQUEST FORMULA™ contains naturally sourced enzymes, cleaning ingredients, water softener and active oxygen bleach	Power away stains and dirt—including organic and protein-based stains or body soils—without leaving behind residues that can irritate a baby's skin.
Pediatrician approved for use on baby's laundry	Powerful enough for family's clothing, bed linens, towels—everything
Contains natural cleaning ingredients derived from plants and minerals; phosphate-free	A great value—concentrated formula maximizes cleaning results and minimizes environmental waste.
Can be used in all temperatures from 30 C to 95 C	Versatile and works effectively in varying temperatures

CONVERSATION STARTERS

- Start your conversation by asking your customer some questions about their laundry care products
- Begin talking about the commonly known concerns when it comes to cleaning the laundry of those with delicate skin, especially babies and young children.
- Are you looking for a detergent that will take care when cleaning baby laundry, yet is still effective for all family laundry
- Do you prefer a detergent formula that contains naturally derived ingredients and remains safe for your septic system
- Have you been shopping around for a concentrated, biodegradable, naturally based laundry powder detergent that delivers great results wash after wash on all family laundry, yet won't irritate your baby's skin



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PRODUCT USAGE

HOW TO USE: Use as a detergent or pre-soak for laundry. First, sort clothes by colour, fabric and degree of soil.

- **Pre-soak:** Half fill a washing machine with water, dissolve ¼ cup (62.5ml) SA8 Baby Concentrated Laundry Detergent, then add clothes and soak for 30 minutes. Stains from baby formula, milk and blood should be pre-soaked in cooler water. Alternatively pre-treat stains using SA8 Prewash Spray.
- **Laundry cleaning:** Select a water temperature; for best results, use the warmest water temperature recommended for the fabric and colours being washed.
- **SA8 All Fabric Bleach ONLY.** SA8 Baby Concentrated Laundry Detergent contains an activated oxygen bleach so chlorine bleach isn't necessary. Chlorine bleach will weaken the action of the oxygen bleach and enzymes. For increased bleaching, use SA8 All Fabric Bleach.

DEMONSTRATION: "Active Oxygen Power"

Demonstrate SA8 Baby Concentrated Laundry Detergent's ability to safely clean and remove even the toughest stains with its activated oxygen bleach.

DEMONSTRATION

- **Purpose:** The jar containing the SA8 Baby Laundry Detergent will be clean of all the beetroot juice stain, while the second jar will still be pink with the beetroot juice.
- **Materials Needed:** SA8 Baby Laundry Detergent, 4 cups (1 litre) of hot tap water, 4 tablespoons (60 ml) of beetroot juice (from fresh beetroot, not pickled), 2 glass jars with lids (suitable for hot liquids), measuring spoons

Instructions:

1. Pour 2 cups (500 ml) of hot tap water into each glass jar
2. Add 2 tablespoons (30 ml) of beetroot juice into each glass jar containing water
3. Add ½ teaspoon (2.5 ml) of SA8 Baby to one of the jars
4. Cover both jars with the lids
5. Shake the jar with the detergent solution for 1 minute
6. Allow to stand for 3 – 5 minutes



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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™ Premium Concentrated Laundry Powder Detergent:** Our best-selling laundry detergent delivers the ultimate in cleaning and stain-removing power via our exclusive BIOQUEST FORMULA™, which features family-friendly ingredients derived from natural sources.
- **AMWAY HOME™ SA8™ Colour Concentrated Laundry Powder Detergent:** Exclusive biodegradable BIOQUEST FORMULA™, with naturally derived ingredients, uses powerful dirt removal agents to get clothes clean in a full range of temperatures and leave them looking bright. No bleach, and no optical brighteners mean less fading and fabric distress. Coloured clothes stay new-looking longer.

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

