

AMWAY HOME™ SA8™ Tri-Zyme Stain Pre-Soak and Detergent Booster

KEY PRODUCT MESSAGE

Effective, powerful and versatile, this product uses naturally based enzymes to tackle deep-seated stains in your laundry. Use it to remove the toughest stains on all heavily soiled, washable fabrics.

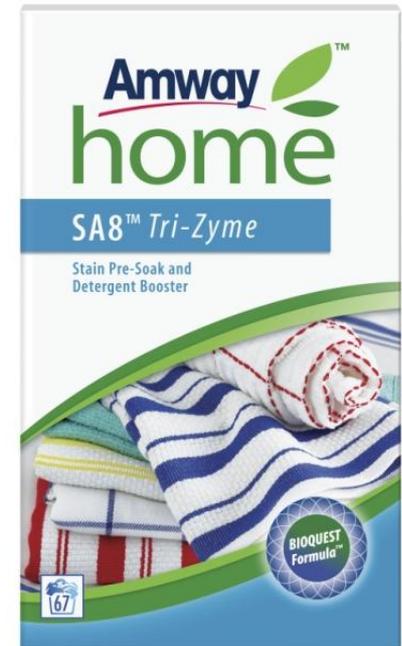
PRODUCT OVERVIEW

- SA8™ Tri-Zyme Stain Pre-Soak and Detergent Booster is a highly concentrated and versatile pre-soak that really works
- Uses active enzymes to attack the toughest laundry stains—including food, blood and grass—on virtually any heavily soiled, washable fabric
- Is highly concentrated and versatile; it can be used as a pre-soak and detergent booster in a wide range of temperatures, delivering great results and high value for your money—all without leaving behind residues that can irritate skin and be harmful to the environment

TARGET CUSTOMERS

Conscientious customers who prefer:

- Products with naturally based ingredients that can tackle laundry stains on all types of fabrics
- Versatile product that's a great value



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FEATURES / BENEFITS

FEATURE	BENEFIT
Uses active enzymes to attack the toughest laundry stains	Effective in removing food, blood, grass laundry stains on virtually any heavily soiled, washable fabric
Natural cleaning system	Attacks all organic, protein and soil based stains.
Formula is dermatologist tested, phosphate-free and contains natural cleaning ingredients derived from plants and minerals	Delivers great results without leaving behind residues that can irritate skin and be harmful to the environment
Effective as a detergent booster during wash cycle in all temperatures	Delivering great results and high value for your money

CONVERSATION STARTERS

- Start your conversation by asking your customer some questions about their laundry care products
- Begin talking about how SA8 Tri-Zyme can be used before washing to remove tough stains and as a detergent booster to increase stain removal action as they wash. In addition, it's proven effective on many washable fabrics from sportswear to bed linens to baby clothes.
- Would you prefer a laundry product that is dermatologist tested?
- Are you looking for laundry products that allow you to stretch your budget?
- Have you been looking for a versatile stain removal product that meets your high expectations?
- Do you and your family prefer environmentally-sensitive detergents?



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PRODUCT USAGE

HOW TO USE: SA8 Tri-Zyme Stain Pre-soak and Detergent Booster may be used with SA8 All Fabric Bleach. Do not use with chlorine bleach as enzyme effectiveness will be lost. Not recommended for use with silk and wool.

- **As a pre-soak:** Add 5 ml of SA8 Tri-Zyme Stain Pre-soak and Detergent Booster for every five litres of water and soak for at least 30 minutes. Soak overnight for heavy stains.
- **As a detergent booster:** Add 15 ml of SA8 Tri-Zyme along with your normal amount of SA8 Detergent, in the regular wash cycle.

DEMONSTRATION “Baby Burp Demonstration”

Demonstrate the cleaning power of SA8 Tri-Zyme Stain Pre-Soak and Detergent Booster on organic, protein and soil based stains.

DEMONSTRATION

- **Materials Needed:** 2x one litre jars with lids, cow's milk, distilled white vinegar, a teaspoon (5 ml), Tri-Zyme, 2 black knee-high nylon hoisery , hot water (45 C), 500ml measuring jug, watch, sink
- **Purpose:** The fluid in the SA8 Tri-Zyme treated jar moves freely and quickly out of the jar. The fluid in the other jar will move much more slowly as the solid curdled milk collects on the knee-high. In fact, it will probably stop pouring all together. If this happens, take the bulging knee-high in your hand and slowly squeeze the fluid out of it until the liquid is gone.

Instructions:

1. Pour ½ cup (125 ml) of milk into each of the two one litre jars
2. Add two teaspoons (10 ml) vinegar to the milk in each of the jars
3. Leave for one minute, do not shake or mix the jars
4. During this time, discuss how vinegar is acidic, like a baby's stomach, and how milk protein curdles when mixed with acid, creating visible solid chunks
5. After one minute, add 500 ml of hot water to each of the jars
6. Now add ½ teaspoon (2.5 ml) of SA8 Tri-Zyme to **only one** of the jars
7. Close each jar and shake both jars vigorously for one minute
8. Remove the lids and stretch a knee-high over the open end of each jar
9. Pour the contents of the containers at the same time down the drain through the knee-highs over the mouth of the jar



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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™ 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 concentrated product will likely last a lot 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

