

# No dry cleaning odour is just the beginning

Because we don't use petrochemicals, we have no "dry cleaning" smell. But we're not just gentle on your nose. We're gentle on your clothes, too.

You can see the difference for yourself. Whites don't yellow. Colours won't fade, no matter how often we clean them. And wools never get that 'washed out' appearance. Fabrics stay soft, too. And shrinkage? That's a thing of the past. With GreenEarth, your clothes will retain their correct size and shape.

And that's not just our opinion. It's science. The reason? Our liquid silicone is chemically inert. It doesn't interact with fabric. It just carries the detergent to your clothes and then carries away dirt and oil.



## GreenEarth Cleaning

## Over six billion years in the making

#### The secret is the sand

If you're like most people, you probably think that dry cleaning is dry cleaning. That there's really not much to separate one dry cleaner from the next except their location. And who could blame you? That's pretty much been the case.

But now there's GreenEarth Cleaning. And for the first time, you and your wardrobe have a real choice.

Because GreenEarth is as different as different can be. Different in the way it's made. Different in what it does for clothes. Different in how it protects the environment.

And we owe it all to the sand.





### Experience the GreenEarth difference!

The GreenEarth process cleans with pure liquid silicone. In essence, liquified sand. The same safe, natural sand the earth has been creating for over six billion years.

Pure and gentle. GreenEarth is remarkably effective and gentle. It is 100% odour-free, non-allergenic and non-irritating.

**Good for the earth.** GreenEarth's unique silicone-based dry cleaning technology is safe for our water, soil and air.

Wonderful for fabric. Your clothes will look newer longer with GreenEarth. Colours stay bright, fabrics feel soft. It's safe for fine silks, cashmere, wool, lace, beads, sequins, etc.