

H i g h I Q ®

F R E S H N E S S O N D E M A N D

## CHOOSE YOUR SCENT TO MATCH YOUR MOOD



### FRESHNESS YOU CAN WEAR, EVERYWHERE

Microcapsules bonded to the fabric are charged with scent from the detergent. Slowly released during wear, particularly when moisture and temperature increase, the scent provides a freshly-laundered effect that lasts.

### ENHANCED COMFORT

Enjoy the sheer luxury of feeling clean, comfortable and confident.

### LONG LASTING PERFORMANCE, WASH AFTER WASH

This high-tech treatment for textiles provides an odor-free effect that lasts as long as the garment.

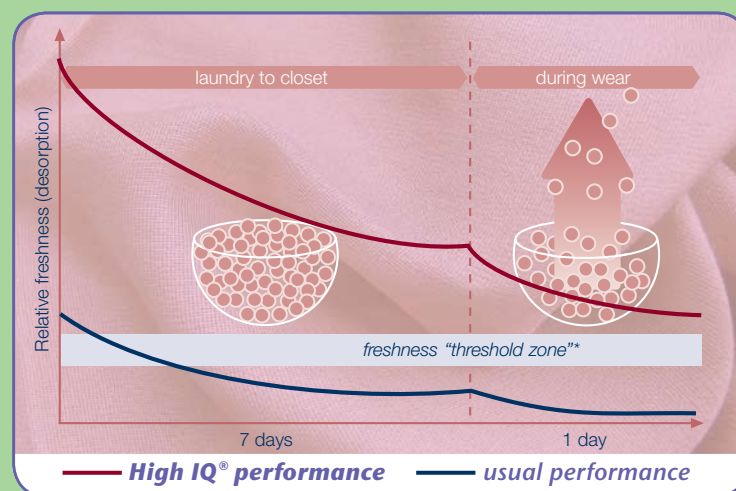
### INNOVATIVE EFFECT FOR A SUSTAINABLE ENVIRONMENT

The innovative scent-releasing effect is based on advanced cyclodextrin technology, which is derived from sugar, making it completely natural and safe for use and the environment. The prolonged freshness effect allows longer intervals between washes, reducing effluent and consumption of water, detergent and energy.

### HOW IT WORKS

Microcapsules are bonded to the cotton fabric during processing. When the garment is laundered, the capsules are charged with the scent from the detergent or fabric conditioner. During wear, these scents are slowly released, particularly when moisture and temperature increase, providing the wearer with a lasting, just-laundered scent. The effect is renewed every time the garment is washed.

- Fabrics: suitable for 100% CO and its blends
- End uses: shirts, bed sheets, towels, sportswear, underwear



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