

# kūshe®

by Earthcare Labs

## Revolutionary Plant-Based Laundry Cleaner

### All Natural

Kūshe is made with ingredients derived from plants and minerals, unlike regular cleaning products that are loaded with synthetic chemicals.

Kūshe is the eco-friendly way to clean all your important clothes, from the most delicate lingerie to fine washables such as cashmere, woolens and silks.

Because Kūshe is hypoallergenic, you can safely hand wash your clothes without exposing your skin to harmful chemicals.

Kūshe is free-rinsing, which means your clothes won't collect any detergent residues, including the kinds that cause fabrics to exhibit dulling.

- ✓ Detergent, Softener & Anti-Static in One!
- ✓ Dry Clean Alternative Saves Your Money
- ✓ Non-Toxic Biodegradable
- ✓ Safe for Delicates Wool, Silk, Cashmere
- ✓ Hypoallergenic Fragrance & Dye Free



Kūshe's distinctive characteristics make it the ideal laundry cleaner. You won't need fabric softeners. It gives your clothes a wonderful, natural dry softness, not sticky, oily-residue softness you get from regular fabric softeners. Your clothes will feel softer with each use.

**Kūshe (sounds like "coosh") is unlike your typical harsh, chemical based laundry cleaner.**

It's a revolutionary plant-based laundry cleaner with specialized dirt seeking molecules. Kūshe is good for the Earth and great for your clothes.

### A Detergent that is 100% Safe for the Environment

Kūshe has been engineered as an environmentally friendly yet effective, concentrated detergent containing ingredients derived solely from plants and minerals. Thus it is a completely biodegradable product that contains no toxic chemicals, is gray water friendly and harmless to plants and trees. Moreover, Kūshe has never been tested on animals.

### Kūshe Contains Only Safe Ingredients

Unlike regular cleaning products that are suffused with synthetic chemicals, Kūshe is crafted from nature's plants and minerals. Kūshe contains biodegradable surfactants (entirely plant sourced), a soil suspending agent (derived from cellulose) and plant based, biodegradable softeners.

### Kūshe does not contain any of the following ingredients:

	Harmful to Health & the Environment	Harmful to Clothes
Chlorine bleach	•	•
Volatile organic compounds	•	•
Sulfates	•	•
Phthalates	•	•
Phosphates	•	•
Optical brighteners	•	•
Fragrance	•	•
Enzymes	•	•
Bromine	•	•
Dyes	In most cases	In most cases

### High-Efficiency (HE) Washers

In recent years, appliance manufacturers have introduced high-efficiency (HE) washers that use from 20% to 66% less water and from 50% to 80% less energy than traditional agitator washers. For consumers using HE washers, the special properties of the Kūshe formulation make it particularly suited to take advantage of this environmentally beneficial technology.



## PROLONGS THE LIFE OF YOUR CLOTHES

Every time you wash and dry your clothes with conventional detergents, they age and fade. For a list of such commonly used caustic compounds, please refer to the chart on the front.

Kūshe actually prolongs the life of your clothes because of its gentle, color-safe, plant based ingredients. Your wardrobe investment is protected while you protect the Earth. Kūshe precludes the need for dry cleaning, which is a stressful process that deteriorates your clothes.

## RESIDUE-FREE

The residues of detergents commonly leave foul odors in modern front-loading HE washing machines because they use less water than traditional washers, allowing residues to accumulate. To counteract this problem, some major detergent manufacturers sell costly HE washer cleaning agents to regularly run in the washer (in an additional washing cycle apart from your clothes) to tackle this predicament — which they helped cause. Kūshe prevents this notorious HE washer problem from ever happening, further saving money to consumers.

## RESPONSIBLY MADE AND TESTED

Kūshe is the invention of a chemical physicist based in Santa Monica, CA who spent fifteen years refining this amazing detergent formula with careful, sophisticated research and testing. It's 100% biodegradable and safe for gray water systems, something that will become more important as cities look to the reuse of waste water. Kūshe has never been tested on animals.

## NATURALLY FRESH

Kūshe is a great deodorizer. Moreover, the Kūshe scent is the authentic smell of its natural ingredients. Adding perfumes (even essential oils) would impair the free-rinsing characteristics of the product.

SKU	DESCRIPTION
KS-1GAL	1-Gallon (128 fl oz) Bottle
KS-25OZ	25 fl oz Bottle

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Unique Liquid Detergent	●
Dry Clean Replacement	●
Natural Softener	●
Anti-Static	●
Free-Rinsing	●
Hypoallergenic	●
Fine Fabric Safe Wool, Silk, Cashmere	●
Deodorizer	●
Environmentally Friendly	●
Needs no builder	●



## PERFECT FOR ALL YOUR WASHING NEEDS

Kūshe safely and easily removes stubborn stains and odors. Kūshe can be used for both hand and machine washing and eliminates the need for specialized cleaners, commercial fabric softeners and anti-cling dryer sheets. Kūshe does the job of all of these.

## GREAT FOR CLOTH DIAPERS

Due to the gentle and innovative formulation of Kūshe, new cloth diapers remain soft, absorbent and free of detergent build-up. Kūshe identifies detergent build-up in used cloth diapers as dirt, locks onto it and pulls it right out, restoring those diapers to an incredible softness and full absorbency. Kūshe's hypoallergenic formula means mothers don't need to worry about skin irritants.



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