

THE LAUNDRY TARTS INC. PRODUCT GUIDE



The Laundry Tarts Inc. Detergent Product Guide



THE LAUNDRY TARTS Inc. ALL NATURAL DETERGENTS!

Our all natural detergents come in 10 scrumptious dessert inspired scents. Safe for all types of water, washing machines, fabrics and skin types. Our detergents are also cloth diaper safe and hypoallergenic!

We offer a fun and environmentally safe alternative to commercial products using high quality ingredients that give optimal results. Our all natural formula removes stains, keep whites bright and removes odor and bacteria without masking them with the use of harmful chemical fragrances. Our products are hypoallergenic; making it suitable as a baby detergent, safe for sensitive skin and cloth diaper laundering. All of our ingredients are biodegradable, completely vegan, free of phosphates, phthalates, parabens, SLS and chlorine.

We are one of the only companies that do not mislead the consumer with unrecognizable terms as we list every ingredient used.

WHAT WE USE

REAL SOAP! The base we use is an artisan, vegan soap; lovingly hand made in Toronto, Canada. We are one of the only companies that actually use real soap. Real soap has compounds that remove dirt, oils and odor causing bacteria. When rinsed with water, you have the easiest and best clean that has been used for centuries. We use the same concept but with modern day stains and technology in mind.

Neat Fact! *After World War 2, many different detergent compounds were created due to the shortage of fatty acids for basic soap ingredients. Chemical compounds became a cheaper and faster way to include filler ingredients and replace the basic ingredients needed to make soap. To this day a lot of products that are used for cleaning do not actually contain soap ingredients but rather contain water, fragrance, oils and sudsing chemicals meant to foam to give the illusion of clean-body washes, shampoos, dish soaps and especially laundry detergents.*

TRUE: *Our soap base is 100% vegan, does not contain genetically modified ingredients and we do not test on animals.*

Common soap question: *Some people fear that the use of oils in detergent will lead to residues and buildup on their garments-this is a common concern for cloth diaper users. The oils that we incorporate are used in the soap making process. The oils are cured within the soap. This is a big difference than adding oils to an already cured process. When cured, the oils are hardened into a bar that rinse clean and residue free with water. We do not use any waxes or phthalates to our bars. Waxes and phthalates are meant adhere to clothing to give your garments the illusion of fresh by making them with odors. Our detergent formulas are residue free and safe for cloth diapers.*

FALSE: If my clothes smell like my detergent and dryer sheets, they are clean! *If your clothing smells strongly like your detergent or dryer sheets, it means you have fragrance and chemicals adhered to your clothing. Those fragrances are there to mask odor causing bacteria and give your nose the smell of clean...in reality, those are questionable chemicals directly touching your skin and may being absorbed into your bloodstream.*

SODIUM PERCARBONATE (OXYGEN BLEACH)

Oxygenated bleach is a disinfectant and natural brightener that is both non-toxic and safe for the environment. Using oxygen to kill odor causing bacteria and loosen embedded residues and stains, oxygen bleach is also color safe for all your garments.

We use a powdered form of this ingredient in a high food grade concentration. Although it is not edible, it is similar to what dentists use in whitening your teeth; non-toxic and great for lightening stains.

BAKING SODA

The list of uses for baking soda is insurmountable. We use it to eliminate odors!

TRUE: Some companies do not recommend using baking soda with bamboo fabrics:

There are different reasons for this claim that may be controversial. Some companies claim that baking soda may leave a residue if not rinsed properly-however, this can be true with any detergent ingredient.

Some companies claim that baking soda is too acidic to use on bamboo.

Fact: Baking soda shares the same ph scale range as calcium and magnesium; much more alkaline than any other ingredient used in most detergents. Sodium Percarbonate is found in almost all detergents which is more acidic than baking soda. It is important to note that some companies only recommend a handful of products to support their brands. Some of these brands might contain additional ingredients like sls, sulfuric acid compounds that may pose much more of a threat to garments than an alkaline ingredient such as baking soda. It is very important to note the relationship and politics when considering different companies who pair with products. We recommend that you read your ingredients labels before making any decisions and check with your warranty labels if you are concerned.

SEA SALT

We use sea salt in our detergent formula because it:

- **Brightens Colors**
- **Prevent Color Bleeding**

- **Removes blood, ink, rust, armpit, grease and mildew stains!**

What else does it do? Ever hear anyone complain of starchy or crunchy clothes?! Our formula assists in removing that problem! Works phenomenal when line drying especially, but when customers use our detergents, one of the first things they will notice is that their clothes are softer and that crunchy feeling is gone.

Did you know that sea salt is what we use as our softener?! That's right! You don't need to add chemical softeners to your laundry routine anymore! This will not only save you money, but commercial fabric softeners are loaded with chemicals that may have questionable ingredients being deposited on your clothes and skin. Apart from being a phenomenal stain fighter and containing anti-bacterial properties, sea salt softens your clothing while it dissolves, which is what we love the most about it!

NO WAY?! Most chemical softeners are acidic and soften by way of caustic chemicals! They soften by deteriorating your clothing which is what shows up in your lint trap in your dryer! Our formula dissolves in water and rinses clean. Not only will you will notice a difference in your lint trap but this results in prolonging the life of your clothing! Way!!

PHTHALATE FREE FRAGRANCES

What the heck are Phthalates?! (F-th-ah-lates)

Phthalates are synthetic fragrance enhancers which can be irritating to asthma sufferers, cause headaches, migraines, dizziness and are being linked to disrupting hormone levels, feminizing males in the womb and blocking natural hormone receptors in females. Commonly used in perfumes and also used to soften plastics and vinyls, phthalates have been documented in numerous studies linked to endocrine disruption, breast cancer and other hormonal imbalance related illnesses. Although Canada and the USA is becoming more aware of these chemicals and phasing them out of certain products like children's toys and food containers, there are many companies who use this chemical as fragrance enhancers.

TRUE: Sometimes commercial brands use waxes and other plastics in dryer sheets! When you add the heat from the dryer, they melt onto your clothing!

TRUE: Our products are phthalate free! We use essential oils and phthalate free bases to create our custom dessert inspired fragrances. Our fragrance blends rinse clean with water and will not leave a residue on your garments. Your clothing will smell clean and not like perfume.

ROSEMARY EXTRACT

Rosemary was traditionally used and still is used as one of the best natural preservatives for cosmetics and other natural products. Traditional fisherman used to put rosemary sprigs with fresh caught fish to preserve them during long transit times.

We do not use any parabens or other questionable preservatives in our formula.

Why is that important? Parabens are a category of preservatives that are being found in breast cancer tumors and inside the blood stream. Shown to disrupt hormones that lead to endocrine cancers and other illnesses, parabens are becoming banned substances in some parts of the world for this reason. Unfortunately, Canada and the USA do not lead the ban on these ingredients but overwhelming evidence supports enough reason to avoid this ingredient or use products sparingly that contain these questionable ingredients.

FAQ's

What about soft and hard water?

Soft water is usually water in rural areas like cottages or country homes outside of cities that use well water. Soft water does not contain added minerals like fluoride and calcium that city water adds for anti-bacterial purposes. Because of this, soap does not need to work as hard to dissolve minerals. Use the same amount for soft water as the energy efficient washing instructions below.

Is it safe for energy efficient machines? Yes it is. Energy efficient machines use 1/3 less water. In order for a soap to be compliant with the water concentrations of new machines, less soap is needed. This can complicate amounts sometimes when cloth diapering as there is often need for an additional rinse. For Small loads use 1tbsp, for large use 2 tbsp.

Do I need to add any oxygen cleaner or other cleaners to brighten or whiten? We've added a natural oxygen cleaner as a base to our detergent powder. Color safe and great for brightening your clothing and getting stubborn stains out of your whites, you don't need to add anything to your laundry load. It is recommended for cloth diaper stains to either soak or make a paste on heavy duty stains. Our detergent is also cost effective for those who purchase fabric softeners, oxygen cleaners and soda washes to add to their detergents. Ours have a unique and natural combination of all cleaning actions so no other products are needed.

Can I use fabric softener? You are welcome to with your regular clothing, but you don't need to! We've added a natural dissolving fabric softener to the ingredients list, so your clothing will be naturally softer. It is a natural softener and does not break down fabrics with chemicals, rather dissolves into the water as a very light abrasive agent. Chemical fabric softeners are not always recommended for cloth diapering, luckily, ours is 100% food grade and safe for all types of fabrics. Rest assured your cloth diapers are safe with our formula.

What does my clothing smell like after? Because we use very pure ingredients, your clothing will be very lightly scented if any. Your clothing will smell sweet, fresh and clean. Just like doing your dishes, you wouldn't want your plates smelling like soap residue. We use only phthalate free oils, meaning no ingredients will be left on your clothing; only a fresh, clean smell from dissolving odours-not masking them with synthetic fragrances. This is a testament to how clean our ingredients are, as your clothing will truly be clean with no residues left to settle in your fabrics. With commercial laundry products, phthalates and other perfumes are added and leave a residue behind, which might smell nice, but they are harmful chemicals and mask odors instead of removing them.

How is this detergent different from the other powder detergents that are on the market? Our detergents are different because of our all natural ingredients and unique scent options. Our recipe is a very old formula in which we use all handmade, all Canadian ingredients from all natural sources. To put it quite simple, we have a very pure product that works, it is cheaper than most natural health food store brands and you get more loads of laundry with the option of unscented or fun dessert scents. Our detergent is also one of the only options on the market that is safe for cloth diapering and sensitive skin.

DIRECTIONS:

TOP LOADERS: For small loads use 2 tbsp. For medium to large loads, use 4 tbsp. For heavy or stubborn stains, soak for 1 hr or make a paste with water and scrub lightly with natural bristle scrubbing pad.

HE MACHINES AND FRONT LOADERS: Energy efficient machines use 1/3 less water than traditional top loaders making them better for the environment by saving water and less energy. Less water means less soap. Use 1 tbsp for small loads and 2 tbsp for

med-large loads. If needed, dissolve detergent in ¼ cup of warm water for machines requiring liquid detergents. Caution: Do not overload your machine with heavily soiled items; doing so may require an additional rinse for proper soap and water dispersal.

CLOTH DIAPERS/CLOTH MENSTRUAL PADS: After a cold water wash or rinse to remove any particles, use a warm water wash with the above instructions based on your machine type. When switching detergents, always do a cloth diaper strip to avoid any residue or conflicting ingredient combining with other detergents. For cloth diaper stripping, ammonia or odor causing bacteria check out our Strip it! Formula.

VINTAGE/DELICATES: Hand wash or soak items for 15-30 minutes. Cold water wash. Hand to dry. For small delicates, wash in lingerie or mesh fabric bag.

HARD/SOFT WATER: Our detergents are formulated for city and hard water, simply use half the amount recommended for soft water.

CAUTION: Always keep your cleaning products, including laundry detergents away from pets and children. Although our products are very natural, they contain soap ingredients and may cause eye irritation should contact with eyes occur; flush with warm water should this happen. Our detergents should not be ingested, despite how delicious it may smell. Refrain from sticking head directly in bag. Do not use more than recommended. Do not overload your washing machine. Doing so may prevent adequate soap dispersal in order to have a proper clean.

The Laundry Tarts Inc. Shaker Bon Bon Product Guide



Shaker Bon Bon Deodorizing Powder

Our shaker bon bon deodorizing powders work to eliminate everyday unwanted odors. Use for garbage bins, diaper pails, kitty litter, freshen car and carpets, gym bags or pet beds. Baking soda is used to eliminate odor causing bacteria while freshening affected areas with our signature dessert scents! You can use our shaker bon bon's anywhere there is an odor.

For freshening areas like carpets, pet beds, cars and couches, simply sprinkle, let set for 10 minutes and vacuum.

Our ingredients are safe to sprinkle and mix into kitty litter!

BAKING SODA

The list of uses for baking soda is insurmountable. We use it to eliminate odors!

SEA SALT

We use sea salt in our Shaker Bon Bon formula because it contains antibacterial properties!

PHTHALATE FREE FRAGRANCES

What the heck are Phthalates?! (F-th-ah-lates)

Phthalates are synthetic fragrance enhancers which can be irritating to asthma sufferers, cause headaches, migraines, dizziness and are being linked to disrupting hormone levels, feminizing males in the womb and blocking natural hormone receptors in females. Commonly used in perfumes and also used to soften plastics and vinyls, phthalates have been documented in numerous studies linked to endocrine disruption, breast cancer and other hormonal imbalance related illnesses. Although Canada and the USA is becoming more aware of these chemicals and phasing them out of certain products like children's toys and food containers, there are many companies who use this chemical as fragrance enhancers.

TRUE: Our products are phthalate free! We use essential oils and phthalate free bases to create our custom dessert inspired fragrances.

The Laundry Tarts Inc. Strip It! Formula Guide



Strip it! Pre-treatment formula

Our Strip It! Formula is a pre-treatment powder safe for all water types and fabrics. Formulated to strip your garments of unwanted odors and residues, you can also brighten your whites, linens, undergarments, tablecloths dingy duds and carpet stains! Works especially fantastic for ammonia and odor causing bacteria, cloth diaper users and pet urine stains!

This product is amazing for stinky, mildew and moldy dish rags, cloths and towels!

There are many factors that can interrupt your laundry routine! If you have soft water, if you use too much detergent, if your machine does not produce enough water for sufficient rinsing, if you have buildup in your washer drum, if you have heavy soiling with set stains or switching detergents can sometime require a bit of troubleshooting. Especially with cloth diapers, even the transition of different foods can change the ph balance of your washing cycle and cause a change in routine.

For this reason we came out with our Strip It! Formula. Sometimes, we all need something to get rid of smells, stains and bring our garments back to life that might otherwise be doomed.

INGREDIENTS: Sodium Percarbonate, Sodium Carbonate, Sea salt.

SODIUM PERCARBONATE

Oxygenated bleach is a disinfectant and natural brightener that is both non-toxic and safe for the environment. Using oxygen to kill odor causing bacteria and loosen embedded residues and stains, oxygen bleach is also color safe for all your garments.

We use a powdered form of this ingredient in a high food grade concentration. Although it is not edible, it is similar to what dentists use in whitening your teeth; non-toxic and great for lightening stains.

Sodium percarbonate works more efficient and is accelerated with higher water temperatures. Used with hot to boiling water, our formula is strong and effective. For this reason, we suggest only using the amounts recommended and to not soak longer than an hour. It is important to note than other companies recommend soaking overnight or for long periods of time. Please note our soaking time on our packaging and always rinse well after soaking to remove any residues in the water. Always rinse with clean water.

Mixed with Sodium Carbonate, a high grade of soda wash, the ph of the formula removes odor causing bacteria and acts as a light dissolving agent to remove stains while protecting your garments.

SEA SALT

We use sea salt in our detergent formula because it:

- **Brightens Colors**
- **Prevent Color Bleeding**
- **Removes blood, ink, rust, armpit, grease and mildew stains!**

What else does it do? Ever hear anyone complain of starchy or crunchy clothes?! Our formula assists in removing that problem! Works phenomenal when line drying especially, but when customers use our detergents, one of the first things they will notice is that their clothes are softer and that crunchy feeling is gone.

Did you know that sea salt is what we use as our softener?! That's right! You don't need to add chemical softeners to your laundry routine anymore! This will not only save you money, but commercial fabric softeners are loaded with chemicals that may have questionable ingredients being deposited on your clothes and skin. Apart from being a phenomenal stain fighter and containing anti-bacterial properties, sea salt softens your clothing while it dissolves, which is what we love the most about it!

NO WAY?! Most chemical softeners are acidic and soften by way of caustic chemicals! They soften by deteriorating your clothing which is what shows up in your lint trap in your dryer! Our formula dissolves in water and rinses clean. Not only will you will notice a difference in your lint trap but this results in prolonging the life of your clothing! Way!!

DIRECTIONS

Directions: Pre-rinse garment in cold water. Dissolve 2 tbsp of Strip it! In 8-10 gal of warm/hot water (soft water requires 1 tbsp). Soak rinsed garments in the solution for 1 hr, stirring occasionally to loosen embedded residues. Drain solution and rinse items thoroughly. WARNING: This product is intended to treat built up residues, odor causing bacteria; only use as required and do not use more than recommended or soak overnight. For BEST results, soak in basin or large area. Washing machines may be used if there is enough water to do a sufficient soak. Although our products are very natural, they do contain soap ingredients which may irritate eyes should contact occur; for this reason, please keep away from pets and children and flush with warm water should this happen.

The Laundry Tarts Inc. are not responsible for misuse of their product.

The Laundry Tarts Inc. Sweet Spot Stain Removing Bar Product Guide



Sweet Spot Stain Removing Bar

Old fashion laundering typically uses a basic lye bar of soap, lots of water and a wash board! Our stain removing bar uses the same old fashion ingredients, only we've made it vegan and more convenient than having to use a washboard.

Sometimes stains need a little boost before you put them in the wash! If not pre-treated, some stains can set in by the heat of the dryer and often become irreversible. A good rule of thumb is to pre-treat stains before placing them in the wash to ensure that stains are not set in.

Our sweet spot stain removing bar works wonders on every day stains. Simply wet bar and work lather on the stain. Scrub with natural bristled brush and rinse.

Works best on fresh stains or recently soiled garments. Also known to lighten and reverse pre-existing, set in and older stains.

Can be used for any type of food, grease, wine, grass, dirt, oil, armpit and diaper stains.

WHAT WE USE: SAPONIFIED COCONUT AND NON-GMO CANOLA OIL, ROSEMARY EXTRACT.

REAL SOAP! The base we use is an artisan, vegan soap; lovingly hand made in Toronto, Canada. We are one of the only companies that actually use real soap. Real soap has compounds that remove dirt, oils and odor causing bacteria. When rinsed with water, you have the easiest and best clean that has been used for centuries. We use the same concept but with modern day stains and technology in mind.

Neat Fact! *After World War 2, many different detergent compounds were created due to the shortage of fatty acids for basic soap ingredients. Chemical compounds became a cheaper and faster way to include filler ingredients and replace the basic ingredients needed to make soap. To this day a lot of products that are used for cleaning do not actually contain soap ingredients but rather contain water, fragrance, oils and sudsing chemicals meant to foam to give the illusion of clean-body washes, shampoos, dish soaps and especially laundry detergents.*

TRUE: *Our soap base is 100% vegan, does not contain genetically modified ingredients and we do not test on animals.*

Common soap question: *Some people fear that the use of oils in detergent will lead to residues and buildup on their garments-this is a common concern for cloth diaper users. The oils that we incorporate are used in the soap making process. The oils are cured within the soap. This is a big difference than adding oils to an already cured process. When cured, the oils are hardened into a bar that rinse clean and residue free with water. We do not use any waxes or phthalates to our bars. Waxes and phthalates are meant adhere to clothing to give your garments the illusion of fresh by making them with odors. Our detergent formulas are residue free and safe for cloth diapers.*

ROSEMARY EXTRACT

Rosemary was traditionally used and still is used as one of the best natural preservatives for cosmetics and other natural products. Traditional fisherman used to put rosemary sprigs with fresh caught fish to preserve them during long transit times.

We do not use any parabens or other questionable preservatives in our formula.

Why is that important? Parabens are a category of preservatives that are being found in breast cancer tumors and inside the blood stream. Shown to disrupt hormones that lead to endocrine cancers and other illnesses, parabens are becoming banned substances in some parts of the world for this reason. Unfortunately, Canada and the USA do not lead the ban on these ingredients but overwhelming evidence supports enough reason to avoid this ingredient or use products sparingly that contain these questionable ingredients.