

Love Your  
Original Comfort?

# It's time to concentrate!

**Love Comfort Original? You'll love Comfort Concentrate more!**

**T**here's nothing like showing your family how much you care by wrapping them in freshly washed clothes first thing in the morning or snuggling between newly changed bedsheets after a long day. Which is why so many mums choose to add Comfort to their wash. As the no1 fabric conditioner, it never fails to deliver a softness and freshness we know and love.

But did you know you can now have even longer lasting freshness, save money and do your bit for the environment too? Sounds great, doesn't it! Then it's time to try Comfort Concentrate; if you love Comfort Original, you're going to love Comfort Concentrate even more. In the current financial

climate, we all need to save where we can, and Comfort Concentrate costs less than 7p per wash.\* Amazingly, less than one small capful will handle a whole load of washing with ease, making it 1/3 cheaper than when you wash with Comfort Original. Try it for yourself, and watch the pennies you save turn into pounds. Not only that, but Comfort Concentrate's Fresh Release Technology means you get even more freshness in each bottle as it releases bursts of freshness from your clothes whenever you move.

And proving good things do come in little packages, the smaller bottle uses less packaging so there's less waste, making it much lighter to carry and far easier to pour and store.

## Unbeatable softness

*If you love Comfort Pure Original, you'll love Comfort Pure Concentrate even more. Its kinder on your pocket, more gentle on the environment and leaves your washing as soft as ever*

\*Cost of standard wash based on IRI Average Unit Price Sept-Nov 2008



## Why you'll love Comfort Concentrate:

**FRESHER**

*It's better for your washing.* The Fresh Release Technology leaves your clothes feeling fresher than ever

**GREENER**

*It's better for the environment.* The small bottle means less waste and a cleaner environment

**BETTER VALUE**

*It's better for your pocket.* You only need one small capful of Comfort Concentrate for a whole load of washing, giving more washes for your money

## Did you know?

**Comfort Concentrate also makes ironing easier. Here's how to ensure everyone's clothes look their best:**

- ▶ Check the item's label first to see how hot the iron should be
- ▶ Don't use the iron until it has reached the right temperature
- ▶ Avoid using the iron on zips and buttons
- ▶ Acetate should be ironed inside out while slightly damp, using a cool iron
- ▶ Acrylic clothing should be ironed inside out while dry – and don't steam it
- ▶ Cotton is best ironed on a high setting

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FRESHER

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