

Commercial Bulletin

# ALOE VERA LAUNDRY MARKET





## Laundry detergents with Aloe Vera

The power of consumer perception is quite evident in the continually growing category of naturals; manufacturers need to be prepared to drive consumer interest into new options. Relating to naturals, beauty has come to mean nutrition, health and wellness, and emits feelings of happiness.

In household care, the impetus for these new consumer priorities has come about through changing lifestyles. Prevailing social and demographic trends continue to influence consumers' changing attitude toward household cleaning chores. The rise in the number of dual-income households, and also single-households, the increased presence of women in the labor market and the rising number of elderly householders are having a two-fold effect on the market. On the one hand, consumers have less time, energy and willingness to perform heavy-duty cleaning, and secondly the increase in per capita incomes allow consumers to spend more on products that save time and trouble.



The constant search for convenience and instant solutions to the always "on-the-go" lifestyles, have generated many new business opportunities, it is easy to understand why products made of botanical and herbal ingredients become part of our daily lives and the material of choice for many end-uses and applications. Consumers feel that a company being green is important to their purchase decision, consumers citing "natural" as the most important green attribute. It's true that people are more concerned with skin care nowadays.

**The Home Care** and **hygiene industries** have seen a dramatic growth in the number of new and innovative products applications. The development of new natural applications has been triggered by the changing marketplace.



Although convenience is king, efficiency alone is not enough to secure sales in the increasingly saturated market in developed countries. And in this respect, household care is taking its lead from the personal care market.

Laundry detergent brands need to offer some meaningful product innovation to the consumer, so that they are willing to pay a premium. What we're seeing now is that it is not enough to simply have a new format.





***Aloe Vera is available at a premium, with psychology reward using Aloe Vera as part of the formula.***

The challenge for Laundry detergent brands are how to continue to give consumers a sense of value when own labels are increasingly trusted.

If it worked for tissues, diapers, laxatives and Believe they have sensitive skin and are concerned chewing gum, why not detergent? The idea will that detergent could aggravate irritations. rub customers the right way and move them to Consumer can take care of their hands in contact snap up its newest product: laundry soap with with detergent, without of compromise the cleaning Aloe Vera that it claims is good for sensitive skin.power of a detergent if it were milder on their skin.



Consumers seem to have fundamental faith in the Aloe Vera plant the sap of which has long been recognized for its moisturizing and soothing properties. Like most innovations, Aloe Vera is available at a premium, with psychology reward using Aloe Vera as part of the formula. This opens up a whole new approach in fabric cleaning.

Consumers were asked to rate different natural ingredients for their perceived gentleness on skin. Respondents were prodded on a number of natural products chamomile, tea leaves and Vitamin E. The most compelling example was Aloe Vera. There was no real belief in other products. Putting Aloe Vera on laundry detergent contributes to the perception that it will be milder on skin. People don't want to think about chemicals.

The interest of Aloe Vera's curative and cosmetic characteristic increased in the beginning of the last century though Aloe Vera treatments were used from ancient times.





## *Offer your consumers a Fresh and Natural perspective with Aloe Vera*

Powerful plant saponin extracts wash your clothes effectively and gently. Studies have found that there are 75 ingredients contained in the inner gel of aloe plant's leaf; one of them is saponins. Vegetable saponins are a natural surfactant, and they have been used for thousands of years in washing. In the past decade, they have gained increasing attention as natural clothes cleaner. Make natural detergents with Aloe Vera and other saponins oils derived.



All the natural properties of Aloe Vera make it the perfect ingredient to keep skin clean. The content of saponins – substances of washing operation – is large enough to wash ourselves Alone with Aloe pulp. But the industry reaches after detergents that clean faster and more accurately. The problem is that standard cleaning agents have strong alkaline pH, and that elutes from the skin surface part of the natural protective layer – the hydrolipid mantle. The skin of a young man quickly copes with this problem. It looks worse when the skin is dry, weakened by age, with a tendency to weaken with allergies or the overall bad condition of the body.



Detergents with high content of Aloe Vera is truly eco and environmentally friendly. Created of naturally derived and plant-based cleaning ingredients, infused with gentle Aloe Vera, leaves your clothes, towels and linens fresh and clean

Aloe Vera as additive is a natural softener to gently cleanse and soften delicates. It has softening properties naturally occurring in Aloe Vera which can also be used for hand washing clothes.





### ***Product Positioning / Key Features include:***

- Our formula contains mild Aloe Vera to soften and condition your hands and clothes
- Sensitive with Aloe Vera
- Gentle on the skin
- Skin-friendly washing for all textiles
- Aloe Vera is a perfect alternative to Biological soap powders
- It is kind to sensitive skin, meaning it is perfectly safe for all the family
- Now you can wash your laundry with the natural kindness of Aloe Vera which give your clothes the extra care and freshness.
- Gentle on senses and skin
- Made with natural plant-based ingredients
- Made with Aloe Vera
- Biological Washing Powder is a powerful detergent with extract of Aloe Vera. This professional laundry powder is ideal for use on children's clothing and for other people who may suffer with sensitive skin.
- Extra softness for sensitive skin
- Thanks to it's formula containing Aloe Vera, it effectively removes stains and odors to leave clothes clean and delicately fragrant
- Enriched with Aloe Vera extract. Suitable for people with sensitive skin
- Sensitive Skin Liquid Laundry Detergent With Aloe Vera
- Formula containing plant-based surfactants, gentle chamomile and Aloe Vera
- Soft on Baby's Skin
- Aloe Vera relieves, softens and moisturizes skin





Formulate only with natural or ingredients: ALOE and Herbal natural saponins derivate as:

- a) Sapindus Mukorossi
- b) Cocos Nucifera (Saponified Organic Coconut Oil
- c) Cyamopsis Tetragonaloba Gum (Organic Guar Gum),
- d) Acacia Senegal Gum (Organic Acacia Gum),
- e) Quilaja Saponaria (Organic Soap Bark)
- f) Organic Saponified Coconut Oil
- g) Organic Saponified Olive Oil



Claims: organic, natural, BIO, ECO, biodegradable, hypoallergenic Marketing focus:

Organic laundry wash is a gift of nature. Powerful plant saponins extracts wash your clothes effectively and gently. They are free of harmful chemicals and therefore also protect your health and our environment.

Aloe vera contains small quantities saponins and fit with other natural Saponins form lathers, when mixed and agitated with water, and they have been used in detergents as foaming agents.

