



Freshness & Hygiene

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Household Care

Food stain removal The fundamental need





Non-food stain removal A growing global need

**New lifestyles
need a new solution**





Clothes smell bad...



...and look dingy



Synthetics
Great for sports
Bad for odors

**Cool washes
Odor builds up**

A close-up photograph showing a person's hands. The left hand holds a white plastic detergent dispenser with a white cap, pouring a white liquid into a clear plastic bottle held by the right hand. The background is a washing machine, with a label that says "Detergent" visible on the right side.

Convenience Restricts formulation

A woman with long brown hair, wearing a colorful plaid shirt, is looking down at a blue bottle of ERIC powder she is holding. The background shows shelves stocked with various household products in a store aisle.

Trying to tackle the challenges with chemicals



**Trying to tackle the
challenges with time**

**But odors remain,
even after washing**

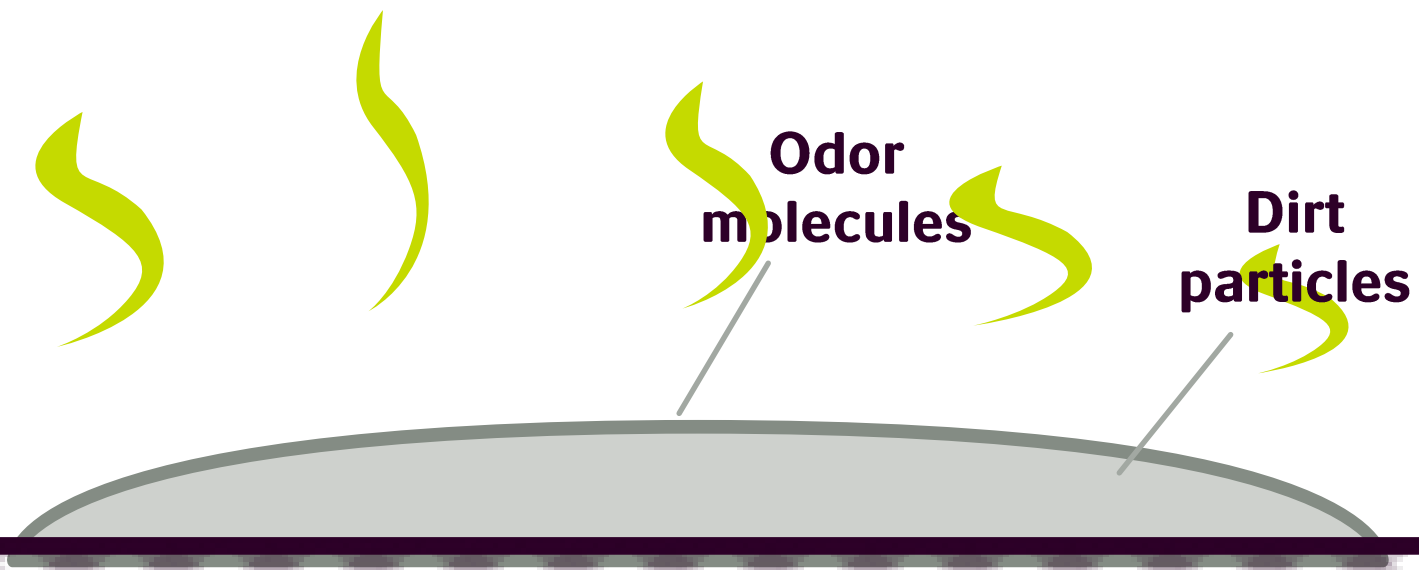


**How do you fully
solve this issue?**

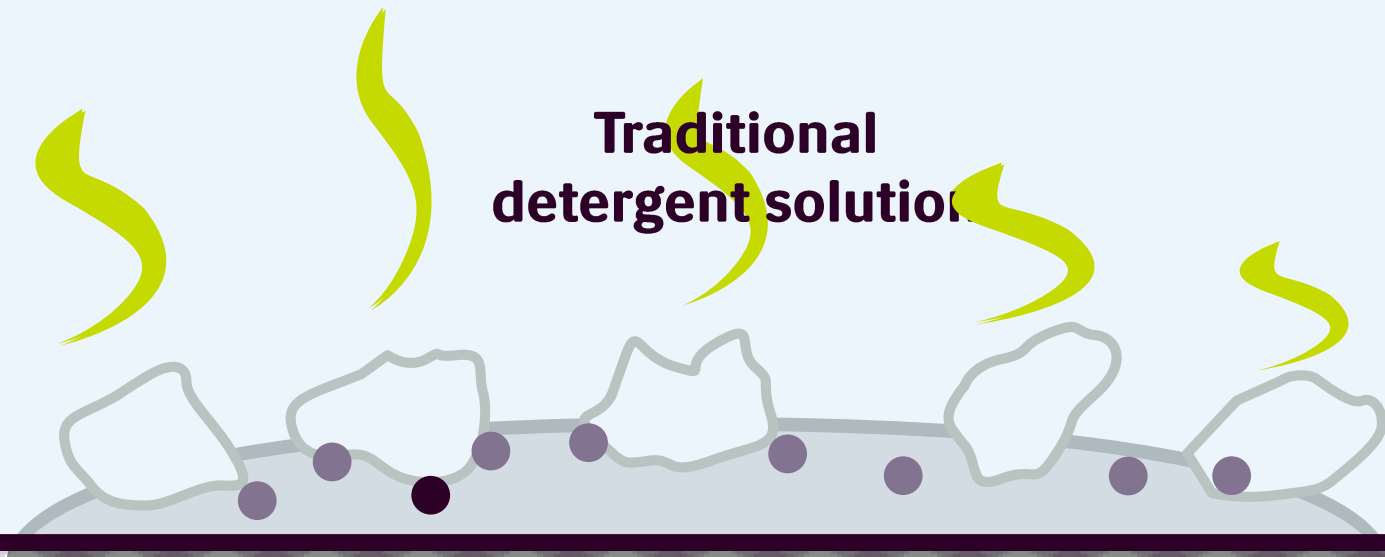


**No compromise:
Effective AND
Sustainable**

The Freshness & Hygiene challenge




Sweat, skin cells and dirt particles as a sticky layer that build up over time and end up inside the fabric



**Traditional
detergent solution**

During use, new soiled molecules and dirt particles are attracted to the sticky layer, so the problems will grow



**Detergent with new Freshness
& Hygiene enzymes**

**The Freshness & Hygiene enzymes dissolve the sticky layer
and release all trapped odor molecules and dirt particles**

The Freshness & Hygiene challenge is solved

**Now the sticky layer is gone and future build-up
of malodor and dinginess is prevented**

A woman in a grey t-shirt and teal pants is hanging a white sheet on a clothesline in a sunny backyard. In the foreground, a child in a blue shirt and bright green pants is holding a yellow and pink hula hoop. The scene is bright and clear, with a blue sky and green foliage in the background.

Questions

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