**MelaPower®**

Cleaner, longer-lasting clothes without harming the environment.

**The Need**
For your home and family, you want a laundry detergent that allows you to not only keep your laundry exceptionally clean, but to create a safer, more worry-free home and environment around you, all without costing a premium.

**Competitive Solutions**
Many supermarket brand detergents are somewhat concentrated, but some are still loaded with up to 75% water.

**The Melaleuca Solution**
MelaPower 6x has a six-times concentrated formula that combines significant savings per load with exceptional cleaning capabilities, including the exclusive Rinse Guard™ formula. Its gentle, non-caustic, biodegradable formula is safer for your home and environment.

**The Melaleuca Value**
With MelaPower 6x you’ll do more loads per bottle at less cost per load. That means big savings over less concentrated, supermarket brand detergents.

**Also Available in HE for Top Loaders**
If you have a high-efficiency (HE) / toploading washing machine, be sure to get MelaPower HE—the very same 6x concentrate, but made especially for HE machines.

**The Core of EcoSense® Laundry Care**
MelaPower 6x is the core component of the EcoSense Laundry System, a complete line of biodegradable products formulated to clean clothes while being gentle to the environment.

**Energy Saving Formula**
MelaPower 6x has been specially formulated to work in all water temperatures, even cold water.

**More Cleaning Power in Every Drop**
Many of our products were concentrated long before concentration was “in.” Starting in 1985, we recognised the many benefits concentration would bring to our customers, and so found ways to make it happen. MelaPower was 3x concentrated in 1988, almost 20 years before Tide® 2x hit the shelves. And we’re raising the bar yet again. Melaleuca’s R&D scientists worked long and hard to perfect a formula that works well even at ultra-concentrated levels. Our 6x formula is so unique, in fact, that it is patent-pending and will be available exclusively through Melaleuca for many years to come.

MelaPower 6x is a laundry detergent designed to give you everything you want when you’re washing your laundry—and nothing you don’t. Its six-times concentrated formula has all of the cleaning power each laundry load needs, yet no unnecessary water, which just adds bulk and expense. The result? It only takes 15mL of MelaPower 6x to get a whole load clean. That means you use less detergent per load, which is great news when there’s lots of laundry to do. Added to that, each bottle of MelaPower 6x, despite its modest size, washes two or three times more loads than conventional, less-concentrated detergents of the same size. You save money, and you won’t run out anywhere near as often. You won’t throw away as much plastic either—a major way MelaPower 6x helps you reduce your impact on the environment.

Just 15 millilitres of MelaPower 6x’s ultra-concentrated formula has the power to annihilate dirt, grime, and odours so your clothes come out looking and smelling clean and fresh.
Surfactants: Created with a unique catalytic technology, surfactants are the driving force behind MelaPower 6x. These powerhouses are molecules composed of a hydrophobic end and a hydrophilic end. The hydrophobic end of the surfactants is attracted to dirt and stains, so it attaches itself to the stains. As the water is agitated in the washing machine, the hydrophilic end is attracted to the water, pulling the surfactants (and the dirt the hydrophobic ends are attached to) off of the clothing and into the water—leaving your clothes clean without harming the fabric or colours.

Put an End to “Greying” with Rinse Guard
It’s happened to just about everyone’s clothes—premature greying. There’s a stain on one of your white shirts, so you throw it in the washer, hoping for the best. Afterward, the stain is removed (mostly), but your clothing seems a little grayer, not as bright as before. It’s called redeposition. It’s a common problem with supermarket detergents that have left more than one µm reaching for caustic chlorine bleach.

While the cleaning agents in most supermarket detergents are powerful enough to break up stains, the dirt may just swirl around in the water and redeposit on the rest of your clothes during both the wash and rinse cycle—which can cause your whites to go grey far before their time. That’s not a problem with MelaPower 6x. Its proprietary Rinse Guard formula works with the biodegradable surfactants to create a “bubble” around dirt, suspending them in the water so they are washed away in the rinse cycle—leaving your clothes looking and smelling their cleanest.

Cleaner Clothes Every Time
Stains can redeposit on clothes in the rinse cycle, but MelaPower 6x with Rinse Guard helps suspend stains in the water to keep them in the wash and off your clothes.

Fabric-Friendly Formula
Chances are there’s a dress hiding in the back of your closet. A dress you absolutely love, but rarely wear because you want to keep it looking new. Thanks to MelaPower 6x’s gentle formula, you can finally dare to wear that dress and all the other clothes you love. Unlike some supermarket detergents, MelaPower 6x is non-alkaline, meaning it is pH-balanced to help keep fabric fibres safe from deterioration. And while some detergents use salts like sodium carbonate and sodium sulfate that can cause buildup on clothes and make them look dull and old, MelaPower 6x uses gentler ingredients that do not cause buildup.

A Better Choice for Your Environment
All EcoSense products are designed with your family and their future in mind, and MelaPower 6x upholds that commitment. MelaPower’s super-concentrated formula also means less packaging waste in landfills. In fact, if every Melaleuca customer used MelaPower 6x instead of Tide® 2x Ultra, we would save about 1.2 million pounds of plastic every single year.

MelaPower 6x’s pH Balance in Action
While some detergents use a harsh alkaline formula, MelaPower 6x is pH-balanced to help protect clothes. To see this in action, simply pour some Omo® powder detergent in your hand, then add a little water. Immediately, you will feel it getting hotter. Now do the same thing with MelaPower 6x. There is no temperature change because MelaPower 6x is pH balanced.

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**MelaPower 6x’s Surfactants**
MelaPower 6x’s surfactants adhere to dirt particles in the water and on fabric. They loosen the soil stuck to clothing and pull it into the water. This Rinse Guard™ formula forms a “bubble” around the dirt to keep it afloat so it is washed away instead of redeposited on your clothing.

**Dual Brighteners Keep Colours Vibrant**
Even after repeated washings, clothes washed in MelaPower 6x look like new longer thanks to a combination of two naturally derived brightening agents. Unlike detergents that rely on bleach that can harm fabrics and build up on clothes, MelaPower 6x’s brightening agents work by reflecting the UV light off the clothes to make whites sparkle and colours pop with vibrancy.

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*Tide® is a product of the USA*
A Better Choice for Your Wallet

One 1.44L bottle of MelaPower 6x does 96 average loads. Since the average family does about 400 loads of laundry a year, just slightly more than 4 bottles of MelaPower 6x would last a whole year. Compared to buying 3 or 4 bottles of another, less concentrated detergent, MelaPower 6x can save you a considerable amount of money on laundry.

Super-Concentrated Formula Cleans More and Wastes Less

Unlike some supermarket detergents that can be loaded with fillers, MelaPower 6x is nothing but pure concentrated cleaning power. Want to see it for yourself? Try this simple demonstration:

Take two identical glass jars (with lids). Fill them 2/3 full of water. In one, add 1/2 scoop of Tide® powder. In the other, one squirt of MelaPower 6x. Shake them both vigorously.

Within moments, the MelaPower 6x completely dissolves in the water. Shake the Tide for an hour, a week, or a month. No matter how long you shake it, it will never completely dissolve because it is full of fillers and soda ash that add volume in the box, but just go right down the drain, adding to waste in treatment plants.

More Power per Drop

Just 15mL of MelaPower 6x washes a whole load, compared to 45-60mL of 2X Ultra Tide®.

If every household in Australia and New Zealand switched to EcoSense products, we would save 550,000 tonnes of plastic in just 10 years. If that plastic were turned into laundry baskets, it would circle the earth an astonishing 12 times.

“Recently we had a terrible storm, during this time I had blue sheets on the line that ended up being blown into the dirt and covered in pine needles. They sat there all night during the stormy weather. I placed the wet dirty sheets into the washing machine and used one pump of MelaPower in a full load. The results amazed me. I didn’t even use a brightener and I washed in cold water. They turned out spectacularly clean and bright and I love the smell of MelaPower too.”
Sharon Lambert-Jones, New Zealand

“I have a large 8.5kg washing machine. I was using 4 scoops of powder and a hygiene rinse for a full load. My baby’s singlets still came out with stains from soiling and my husband’s shirts never ever came out totally free of body-odour smells. And if I used more powder I had white streaks on the clean washing. MelaPower removes old stains and odours and at a fraction of the cost! Thanks Melaleuca.”
Catherine Hudson, New Zealand

“My husband works at a tree nursery and often comes home with grey potting mix stains on his clothes. In particular he had a pale grey jumper which after a day at the nursery turned dark grey down the front. I soaked it in Nappy San Ultra, but to no avail. Shortly afterwards we were introduced to Melaleuca. Imagine my husband’s surprise when he found his jumper back to its original pale grey—and after just one normal wash using MelaPower!”
Joshua and Rachael Edwards, Victoria