Tough & Tender®
All-Purpose Cleaner
Tough on dirt and stains, tender on surfaces, your home, and the environment.

The Need
A clean home adds to your peace of mind and can improve your health.

Competitive Solutions
Supermarket cleaners often contain caustic chemicals, using brute chemical force to clean.

The Melaleuca Solution
Tough & Tender’s biodegradable formula puts stains into solution so they are easily rinsed away.

The Melaleuca Value
Tough & Tender’s ultra-concentrated formula yields 2.84L of cleaner from 473mL of concentrate. Millilitre per millilitre, that’s about half the price of supermarket alternatives like Ajax® Spray & Wipe.

For most people, the calmest, most relaxing places are also the cleanest. And while your home and kitchen can sometimes be anything but relaxing, knowing you have a clean home makes it easier to focus on the things that are really important. That’s why Melaleuca created Tough & Tender. Combining nature’s most powerful ingredients with the scientific expertise to make the most of them, Tough & Tender tackles the toughest household cleaning projects, while being tender on your surfaces and the environment.

Tough on Cleaning—Three Phases
Instead of relying on caustic chemicals like chlorine bleach, ammonia, or phosphates that can literally eat away stains and surfaces, Tough & Tender Spray relies on biodegradable ingredients to power through tough household stains.

Tough & Tender Makes Water Wetter
Tough & Tender actually unlocks the cleaning power of water, making it more effective at eliminating spills and stains. A special blend of stain-fighting ingredients kick-starts Tough & Tender’s cleaning abilities by reducing the surface tension of water. This boosts the overall power of the cleaning agents by allowing them to more easily penetrate and lift dirt away. They then help suspend the soils in the water, preventing redepositing—so stains are removed, not just spread over a bigger area.

Soils Break Down
Next, a proprietary blend of solvents begins to naturally put stains into solution.
Permanent Stain Removal
The vast majority of household messes are composed of two main ingredients—oil and dirt. Tough & Tender contains a mix of three powerful surfactants that specifically target these two main culprits of clean. Surfactants are 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 you wipe down your counters, the hydrophilic end is attracted to the water in your sponge or rag, so it pulls the surfactant (and the dirt the hydrophobic end is attached to) off of your counters and into the water. Each of the three surfactants in Tough & Tender was specifically chosen because of its ability to boost the cleaning power of the others. Together, they work in synergy to remove more stains than any of them could alone. As a result, Tough & Tender Spray removes even the tough stains without scratching your delicate surfaces.

Tender on Your Home
Tough & Tender contains no ammonia and no chlorine, just biodegradable, proven cleaning agents that wipe away clean. And because it contains no abrasives, it won’t scratch surfaces. It can even be used to remove stains from light fixtures.

Tender on the Environment
Supermarket cleaners are diluted with water and put into bigger bottles to create the illusion that you are getting more than you’re paying for. But those big bottles can cause big problems. In 2011 Australia produced 1.5 million tonnes of plastic. Concentrated, biodegradable products like Tough & Tender in smaller, recyclable bottles are helping to reverse this trend and lessen the overall impact on the environment.

Supporting Research
www.ata.org.au

Tougher Than Supermarket Brands
Actual results of a standard cleaning comparison on enameled refrigerator surface coated with a standard “test” stain made from baked-on carbon black, clay, and cooking oil.

Tougher Than
Supermarket Brands

Tough & Tender Spray
35 strokes

Supermarket Brand
35 strokes

Tender on Your Wallet
Like other EcoSense cleaners, Tough & Tender is super-concentrated to save you money. Just one bottle is enough to make six 473mL spray bottles (2.84L) of powerful cleaning solution. Plus, you’re not paying for unnecessary water in your bottle. You won’t find a bargain like that at the supermarket, and you’ll never find a cleaner as safe and powerful as Tough & Tender.
Tough & Tender Wipes—
Fast, Convenient Cleaning Power When You're on the Go
Your home is just like every home: the battle against dirt and grime never ends. Thank goodness for Tough & Tender Wipes. They're convenient and able to wipe away tough messes in seconds—without resorting to the harsh chemicals found in some wipes. Now you can clean counters, sinks and stovetops with all the convenience of a disposable wipe, and all the grease-cutting, dirt-lifting power of the Tough & Tender Wipes formula. Packed in a resealable bag, Tough & Tender Wipes are ready to use anywhere you take them. Unlike many leading national brands, Tough & Tender Wipes are biodegradable. And, since they're priced less per wipe than many supermarket brands, they're a great value. Now you can clean up without sacrificing your schedule, your budget, or the environment. Tough & Tender Wipes—just grab, wipe, and toss!

A Safer, More Eco-Friendly Alternative
Tough & Tender Wipes not only provide fast, dependable cleaning power on the go, they're ecologically sensitive as well. While other wipes may use harsh chemicals in their cleaning formulas, Tough & Tender Wipes use a naturally effective formula with no phosphates, ammonia, or chlorine. Plus, Tough & Tender Wipes are biodegradable. Every time you grab one, you'll know you won't be sacrificing the safety of your home or the environment in exchange for convenience.

Tough on Dirt, Tender on Surfaces
Each 18 x 20cm Tough & Tender Wipe is tough enough to tackle a wide variety of cleaning jobs. From greasy stoves to messy kitchen tables, microwave splatters to toothpaste in the bathroom sink, smudged computer keyboards to oily fingerprints on the wall, Tough & Tender Wipes clean it all quickly and conveniently.

A Better Value Than Leading Store Brands
Even though Tough & Tender Wipes are environmentally sensitive, they don't carry the premium price of eco-friendly products. With their quick, convenient, gentle-yet-effective cleaning power, they're an excellent value.