

# The GNLD Difference: You Decide

Everyone knows the importance of good nutrition and a safe environment. However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body, your home, and your family.

## Cleaning Products – What’s Under Your Sink?

You’ve seen it—the mass of cleaning products that accumulate under the kitchen sink. The multitude of bottles in all manner of shapes, sizes, colors, dispensing apparatuses; for porous surfaces, nonporous surfaces, natural and manmade surfaces; for kitchens, bathrooms, inside and outside; for grease stains, laundry stains, everyday stains...you get the picture. If there is a surface or stain to be cleaned, there is a cleaning product to match.

### What does all of this cost the average consumer?

In 2008, the market for conventional household cleaners was \$16.6 billion. Cleaning companies have done possibly too good of a job in creating every single type of cleaner that is needed by the average household. GNLD figured out a long time ago that cleaning did not have to be a toxic event, nor was it an activity that required a large cash outlay. Concentrated cleaners were revolutionary at the outset, and this concept is still practical in today’s volatile economic climate. As an added, important benefit, concentrated cleaners mean less packaging is used; less energy is expended in manufacturing and transportation; and less waste is produced after use—all of which is good for the environment.

But that’s not all. Super 10® Industrial Strength Cleaner and Degreaser and LDC® Light Duty Cleaner, GNLD’s signature home care products, are concentrated and were formulated to be versatile enough to use throughout the home. Super 10 tackles tough, greasy jobs and literally makes water wetter using a 3-way action of natural soaps that penetrate grease, solvents that dissolve grease, and surfactants that emulsify grease. LDC is best known for cutting grease from dirty

dishes while also being mild on your hands, and works using a triple-action formula of surfactants that act as emulsifiers, solubilizers and wetting compounds. These work together to penetrate fabrics and surfaces, reduce surface tension, allow water to actually become wetter, and lift off soil, grime and grease.

If you were to dilute just one bottle of Super 10 and one bottle of LDC, you could make 90 bottles of specialty cleaning products, as shown in the table below.

Compare this to what you would spend online or at the grocery store. With GNLD’s powerful cleaners, you save over \$200.00 (USD). Not to mention, you would have enough cleaning products to last a lifetime! The versatility of these products replaces those specialty cleaners found under the kitchen sink.

GNLD has been creating environmentally-friendly cleaning products since the 1960’s. Products such as Super 10®, LDC®, NCB,™ and G-One™ Laundry Compound are based on our low-dose, low-burden philosophy. Both Super 10 and LDC meet European “green” standards which are known to be the highest in the world.

You can purchase a specialty cleaner for each and every cleaning need that arises, wasting precious resources and possibly putting a strain on your budget, or you can experience the power, economy, and environmentally-friendly benefits of GNLD home care products to get the job done. You Decide.

Type of Cleaning Product	No. of Bottles	Compared to*	Price per bottle**	Total
Industrial Strength Degreaser (24 oz.)	2	Fantastik® Heavy Duty Cleaner	\$4.25	\$ 8.51
Heavy Duty Cleaner (24 oz.)	4	Formula 409®	\$3.37	\$ 13.47
All Purpose Cleaner (24 oz.)	8	Clorox® Greenworks® All Purpose Cleaner	\$2.64	\$ 21.09
Floor Cleaner (24 oz.)	21	Pledge® Floor Cleaner	\$3.60	\$ 75.60
Dish Liquid (8 oz.)	25	Dawn® Classic	\$1.42	\$ 35.57
Window Cleaner (24 oz.)	30	Windex®	\$4.49	\$134.78
Total number of bottles	90		<b>Total</b>	<b>\$289.01</b>
			Super 10 & LDC (SRP)	\$ 43.55
			<b>You Save</b>	<b>\$245.46</b>

\* These product comparisons were made on January 12, 2011 and are valid for the named products marketed at that time on www.amazon.com. All trademarks are the property of their respective owners. For a complete breakdown of dilutions, please log in to GNLD Distributor Only Business Tools.

\*\* Prices compared to 8 oz for Dish Liquid; 24 oz. for Window Cleaner.