TOUGH & TENDER®
MULTI-PURPOSE CLEANER
Tough on dirt and stains, tender on surfaces, your family, and the environment.

THE NEED
A clean home adds to your peace of mind and can improve your health.

COMPETITIVE SOLUTIONS
Grocery store cleaners often contain caustic chemicals, using brute chemical force to clean.

THE MELALEUCA SOLUTION
Tough & Tender’s biodegradable formula uses a natural, three-phase cleaning system to put stains into solution so they are easily rinsed away.

THE MELALEUCA VALUE
Tough & Tender costs half the price of grocery store alternatives like 409® and Fantastik®.

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. Unfortunately, many of the products designed to make our homes cleaner are really filling them with potentially dangerous substances, and they often don’t clean effectively the first time. 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, your family, and the environment.

Tough & Tender Multi-Purpose Spray—The Three Phases of Cleaning
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 naturally-derived ingredients to power through tough household stains. Years of research and testing went into developing a proprietary three-phase cleaning formula in which each phase builds upon the others to clean like no other product available.

Phase One: Makes Water Wetter
Phase one actually unlocks the cleaning power of water, making it more effective at eliminating spills and stains. A special blend of naturally derived ingredients kick-start 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.

Phase Two: Soils Break Down
Next, a proprietary blend of solvents begins to safely, naturally put stains into solution. In fact, a standardized cleaning comparison showed that Tough & Tender Spray removed a
**Phase Three: Permanent Stain Removal**

The vast majority of household messes are composed of two main ingredients—oil and dirt. Phase three contains a mix of three powerful surfactants that specifically target these two main culprits of clean. Surfactants 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 synergistically to remove more stains than any of them could alone. As a result, Tough & Tender Spray removes even the tough stains without scratching or damaging your delicate surfaces.

**Tender on Your Home**

With Tough & Tender, you never have to worry about caustic chemicals and sticky residues. Tough & Tender contains no ammonia and no chlorine, just biodegradable or natural, proven cleaning agents that wipe away clean. And because it contains no abrasives, it won’t harm surfaces. It can even be used to remove stains from light fixtures.

**Tender on the Environment**

Grocery store 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. According to an EPA Report, over 24 million tons of plastic are thrown out in the U.S. every year. Concentrated, biodegradable products like Tough & Tender in smaller, recyclable bottles are helping to reverse this trend and lessen the overall impact on the environment.

**Tender on Your Pocketbook**

Like other EcoSense cleaners, Tough & Tender is super-concentrated to save you money. Just one bottle is enough to make four 24 fl. oz. spray bottles (96 fl. oz.) 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 grocery store, and you’ll never find a cleaner as safe and powerful as Tough & Tender.

**The Best Value in Multi-Purpose Cleaners**

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<tr>
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<th>Tough &amp; Tender®</th>
<th>409®</th>
<th>Mr. Clean®</th>
<th>Pledge®</th>
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*Melaleuca Preferred Customer price. Competitor product prices from Albertson’s.com, Portland, Ore., Apr. 2007. Prices may vary. Product names are trademarks or registered trademarks of their respective companies.

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**Supporting Research**

**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—all without leaving behind the harsh chemicals found in other wipes. Unlike many leading national brands, Tough & Tender Wipes are biodegradable and made with environmentally sensitive ingredients. And, priced less per wipe than many national 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!

**Got a Mess? Grab a Wipe.**

When you’ve got a mess but only a minute to spare, grab a Tough & Tender Wipe. Now you can clean counters, sinks, stovetops, and virtually any other surface 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. Tough & Tender Wipes give dependable cleaning power for any cleanups that have to get done on the run.

**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 family or the environment in exchange for convenience.

**Tough on Dirt, Tender on Surfaces**

Each 7 x 8 inch 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. In fact, the 30 wipes in each Tough & Tender Wipes pack cost less per wipe than many national brands. With their quick, convenient, gentle-yet-effective cleaning power, they’re an excellent value for anyone who’s got to keep a close eye on the clock—and who keeps a close watch on their budget as well.

**THE BEST VALUE IN DISPOSABLE CLEANING WIPES**

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