



## At 100%: The new generation of fabric softeners from Frosch

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### **An integral approach to sustainability leads to products like the new fabric softeners from Frosch – environmentally friendly, climate protecting, European and recyclable.**

When it comes to the use of fabric softeners, opinions are split. One consumer buys fabric softeners for the scent alone or another likes soft laundry while some are vehemently opposed to fabric softeners. So it is completely reasonable to ask if fabric softeners are necessary or if we should do without them for the sake of the environment.

### About the functions and benefits of fabric softeners

All criticisms aside, fabric softener is not a luxury product. According to IKW (industry association for personal care and laundry detergents), fabric softeners have important functions. They smooth textile fibers and help protect items from wear and tear. The increased softness of the fabrics makes ironing easier and treated synthetic textiles protect wearers from unpleasant static electricity.

Not least of all, fabric softeners play a major role in skin protection. They greatly increase wearing comfort as the smoothed fibers minimize the clothing's mechanical friction on the skin. That's why dermatologists advise persons with sensitive skin or neurodermatitis to use fabric softeners.

### The new generation of fabric softeners from Frosch

When the first Frosch fabric softener was launched in 2005, consumers could see that this product was not inconsistent with environmental friendliness. While conventional fabric softeners relied on surfactants of animal origin, from the very beginning Frosch set its stake on plant-based surfactants. So Frosch fabric softeners have always been vegan.

The new generation of fabric softeners goes another step further. Effective immediately, the surfactants used by Frosch are made of 100% vegetable oils based on rapeseed and sunflowers cultivated in Europe.

The balanced formula wins extra points for its very good skin compatibility. Because Frosch fabric softeners contain no dyes and just a mild fragrance, they are hypoallergenic and therefore ideally suited for persons with allergies and sensitive skin.

### The principle of the circular economy

The circular economy plays a role in every phase of a Frosch product from development through production and transport. The formulas are based on vegetable ingredients that are biologically degradable and the packaging is developed according to the "Design for Recycling"



principle. For many years Frosch fabric softener has been sold in an environmental pouch, which conserves about 70% of packaging material in comparison to other packaging containing the same amount of product. Now the eco pioneer has reached another milestone. The new patented stand-up pouch consisting of the pouch, spout and cap are made of a single material, namely polyethylene. Printing is found only on the paper-thin outside foil, which the consumer or a worker at the recycling center can separate easily from the pouch. That makes the new pouch of a monomaterial completely – that is, 100% – recyclable for high quality reuse.

## The new Frosch lavender blossom sensitive fabric softener

Heads up, lavender fans. The new fabric softener variant from Frosch has been on the market since March. The lavender blossom sensitive fabric softener checks all the sustainability boxes and comes with a mild scent of lavender and gentle-care lavender extracts for guaranteed feel-good laundry.

- 100% vegan
- 100% microplastic-free
- 100% free of dyes
- 100% hypoallergenic
- 100% European surfactants based on sunflowers and rapeseed
- 100% recyclable pouch
- Pouch saves packaging material compared to a bottle



The new fabric softeners from Frosch have an integrally sustainable approach.

The Frosch fabric softeners are manufactured in EMAS-certified Production centers in Mainz and are free of microplastic, dyes and animal-derived ingredients (other environmental aspects on the packaging under Frosch Ecological Quality in 9 Ways).

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