



## Why Use Natural Laundry Products?

The laundry detergents we use to clean our clothes get washed into Kenya's waterways, and residual detergent (like fragrances) linger on our skin.

What we perceive to be the fresh smell of laundry, or the satisfyingly foaming suds of detergent are actually **signals of harmful chemicals**.

- Many laundry detergents are full of synthetic fragrances and foaming agents that are hormone disruptors<sup>1</sup> and are linked to cancers<sup>2</sup>.
- Breathing in chlorine bleach like Jik for prolonged periods can be equivalent to smoking a pack of cigarettes a day in terms of lung damage, and [has been linked to cancer](#).
- Conventional laundry detergents can also irritate skin and allergies, especially for little ones.
- Organizations such as [MadeSafe](#) and [EWG](#) test conventional products for known "nasties."<sup>3</sup> and recommend alternatives. Grounded products conform to standards by both of these groups.
- Many chemicals we use to clean our clothes enter into Kenya's precious waterways, causing foaming rivers and damaging flora and fauna.
- You may notice that Grounded products do not foam as much. This is because we do not add chemical foaming agents like SLS. Do not worry, though there may not be foam, the soap is very concentrated.

By using Grounded's suite of natural laundry products, you are protecting your loved ones and the environment.

See below for a user guide to support your laundry needs!

We would love to hear from you! What works? What laundry challenges are you facing?

If you have any questions about our products, please get in touch with us.

*Megan, Alison, & the Grounded team*

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<sup>1</sup> [One study](#) showed that women who use fragranced laundry detergent during pregnancy had higher levels of tonalide, a common fragrance ingredient that's a hormone disruptor, in their breast milk.

<sup>2</sup> Many detergents can contain 1,4-dioxane, a cancer-causing chemical that's a [common contaminant from ingredients like sodium laureth sulfate](#) (a foaming agent).

<sup>3</sup> This [2011 study](#) by Women's Voices for the Earth took conventional cleaning products to the lab to test for known nasties.



## Grounded Products for Laundry

Grounded products are made from Kenyan plant-based ingredients, fortified with essential oils for added cleaning power and a light fragrance. You may notice that our products do not foam as much, or may have a more subtle fragrance. This does not mean that they aren't working! Foaming agents and synthetic fragrances are hallmarks of "nasties".

<p style="text-align: center;"><b>LAUNDRY POWDER</b></p> <p>We make soap and mill it into powder, mixing it with boosting powders like washing soda and borax and a light fragrance of lemongrass.</p> <p>For use in machines and for hand washing. <b>You will see the soap as a "milky" color when it is dissolved, even if you do not see foam.</b></p> <p><b>Ingredients:</b> Grounded Pure Coconut Soap, Sodium Carbonate, Borax, Lemongrass Essential Oil, Good Vibes.</p> <p><b>Instructions:</b> 30ml per load (as per measuring cup). Effective for machine or hand-wash.</p>	<p style="text-align: center;"><b>SOFTENER</b></p> <p>Our infused vinegar Softener works by lifting out residual soap and minerals/impurities that may come in with the water, leaving clothes fresh and soft.</p> <p><b>Ingredients:</b> Grounded Herbal Vinegar (Vinegar, Mint, Rosemary), Lemongrass Essential Oil, Good Vibes</p> <p><b>Instructions:</b> 120ml per load, or as instructed by your machine. If handwashing, rinse clothes in water mixed with softener before hang drying.</p>
<p style="text-align: center;"><b>LAUNDRY BAR</b></p> <p>Our solid laundry bar <b>is your best friend</b> for washing delicates, spot treating tricky stains, or washing your clothes on the road. A convenient shape and a gentle solid bar means it's nice on the hands!</p> <p><b>Ingredients:</b> Grounded Laundry Soap (Coconut Oil, Sodium Carbonate, Lemongrass Essential Oil), Good Vibes.</p> <p><b>Instructions:</b> Wet soap and lather against clothes. For maximum stain removing, lather on both sides of stained fabric prior to washing.</p>	<p style="text-align: center;"><b>BRIGHTENING</b></p> <p>Our hydrogen peroxide based Brightening is color safe, can be used to pre-soak stained items, or be added to a load of laundry much like a bleach alternative.</p> <p><b>Ingredients:</b> Hydrogen Peroxide (6%), Lemon Essential Oil, Good Vibes</p> <p><b>Instructions:</b> For daily brightening, add 60ml per load. For strong brightening, 1 liter to soaking basin. Caution: <b>Wear gloves if hands will be immersed</b> in Brightening. Keep out of direct sunlight.</p>

## OTHER TOOLS AND TRICKS

1. **Grounded's Deep Concentrate, Pure Soap, and Spray-Deep** are handy in the laundry room as well!
  - o All 3 products contain our all-natural liquid soap, and can help spot treat stains immediately when they happen. Our products are designed to be multipurpose, so see what you prefer!
2. Keep a box or container of **bicarbonate soda (baking soda)** handy for boosting laundry, spot treating stains, and general freshening. Same for **White Vinegar (or our Softener)**.
3. Designate a **measuring cup** to ensure correct measurements of laundry powder, brightening, and softener.



## Machine Washing

	<ol style="list-style-type: none"> <li>1. Add 30 ml of <b>Grounded Laundry</b> powder to washing machine tray. <ul style="list-style-type: none"> <li>o Pour some hot water into tray if powder gets stuck, or add directly to drum before adding clothes.</li> </ul> </li> </ol>
	<ol style="list-style-type: none"> <li>2. If clothes are dull or stained, add 60 ml of <b>Grounded Brightening</b> to tray. <b>Note:</b> Keep Grounded Brightening out of the sun.</li> </ol>
	<ol style="list-style-type: none"> <li>3. Add 120 ml of <b>Grounded Softener</b> to tray (or as per washing machine recommendation).</li> </ol>

## Hand Washing

	<ol style="list-style-type: none"> <li>1. Add 30 ml of <b>Grounded Laundry</b> powder for every 10L of water in a bucket or basin. <ul style="list-style-type: none"> <li>o Swirl around the powder until the water looks "milky"</li> </ul> </li> <li>2. Add clothes and agitate. Consider soaking for 30 minutes.</li> <li>3. Spot treat any stains with <b>Grounded Laundry Bar</b>, or spray on some <b>Grounded Brightening</b></li> <li>4. When clean, wring out clothes.</li> </ol>
	<ol style="list-style-type: none"> <li>1. Add 250 ml of <b>Grounded Softener</b> to a separate basin/bucket, add clean clothes and agitate.</li> <li>2. If doing a large load, rinse clothes in clean water first, then rinse with <b>Grounded Softener</b>, and hang dry.</li> </ol>

## Stains & Pre-Treating

<i>Simple Stains</i>	<p>Use the <b>Grounded Laundry Bar</b> to spot treat stains prior to washing.</p> <ul style="list-style-type: none"> <li>- Wet bar and clothes. Scrub bar directly onto stains, from both sides of the fabric prior to washing.</li> </ul>
<i>Tricky Stains</i>	<p>Treat it immediately!</p> <p>Keep the stain wet and apply <b>Grounded Laundry Bar</b>, or even some <b>Grounded Spray-Deep</b> to the stain so that it doesn't "set".</p> <p>Pre-soak your extra stained items prior to washing.</p> <ol style="list-style-type: none"> <li>1. Fill basin with water (~10 liters)</li> <li>2. Add 1 liter of <b>Grounded Brightening</b>.</li> <li>3. Add clothes.</li> <li>4. Soak for 1 hour, or overnight if seriously soiled.</li> <li>5. Dispose of water. Wring clothes.</li> <li>6. Spot treat additional stains with <b>Grounded Laundry Bar</b>.</li> <li>7. Wash clothes in machine.</li> </ol> <p><i>Safety:</i> When using Brightening, we recommend wearing gloves if hands are immersed.</p> <p>Customer Feedback:</p>



PURE CLEANING POWER

- We have one customer who swears by **Grounded Dishes** to remove stains from socks and children's clothes! Give it a try and let us know!

## Specific Stains

We love the advice of [Wellness Mama](#) for natural living and cleaning. We've adapted her advice using Grounded products below.

1. Tea or Coffee Stains: Immediately pour boiling water over the stain until it is gone, or if it is already set, scrub with a paste of **Grounded Laundry** and water and wash immediately.
2. Grass Stains: Scrub with **Grounded Pure Soap Concentrate (liquid soap)**, or treat with Grounded Brightening and water.
3. Mud Stains: Let dry and brush off what you can, then scrub with a **Grounded Laundry** paste and wash immediately.
4. Tomato-Based Stains: Treat with white vinegar directly on the stain and wash immediately.
5. Dingy Whites or Underarm Deodorant Stains: Soak the stain directly in a mix of **Grounded Brightening** and water for 30 minutes and then add 250ml of **Grounded Brightening** to the wash water. For really tough yellow stains, make a paste of **Grounded Brightening**, baking soda, and water, rub into the stain. Leave on for 5 minutes before laundering.
6. Other Food Stains: Treat with a mix of **Grounded Brightening** and water and soak.
7. Grease and Oil Stains: Sprinkle the stain with dry baking soda to remove any loose oil or grease and brush off. Then, soak in undiluted white vinegar or **Grounded Softener** for 15 minutes, rinse and scrub with **Grounded Pure Soap Concentrate** before washing
8. Vomit, Urine, Poop, Blood, Egg, Gelatin, Glue, or Other Protein-Based Stains: DO NOT WASH IN WARM WATER!!!! This will set in the smell. Soak in cool water and then wash with an added mixture of 120ml **Grounded Brightening** and ~100g (½ cup) baking soda in the washing machine.