



## ProTecht *Fresh*—What Makes It Unique?

Using a proprietary odor absorption technology, derived from regenerative castor seed oil, **ProTecht *Fresh*** naturally neutralizes unwanted odors. When garments or home textiles are washed, **ProTecht *Fresh*** releases the odors it had captured and “re-sets” its absorption capabilities. **ProTecht *Fresh*** lasts for more than 40 home launderings making it ideal for well-loved and well-used garments and home textiles!

## Is ProTecht *Fresh* Really Sustainable?

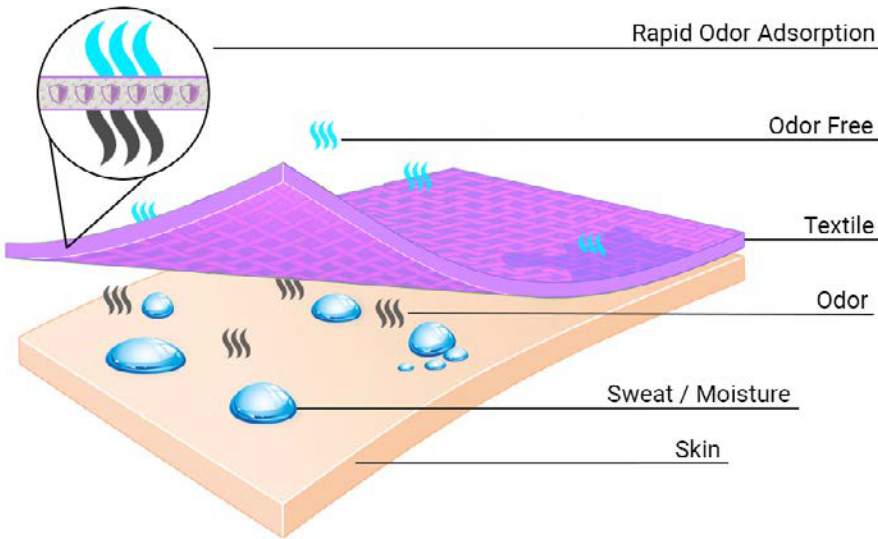
Absolutely! Our **ProTecht *Fresh*** feature is powered by our ProTecht PAO finish which is 78% bio-based. The castor seed is a super star of sustainability. It is a crop that is amazingly efficient with resources (land, water and soil) and has a surprising ability to capture carbon and regenerate soil health. All of this while improving the soil’s capacity to be a natural carbon sink. Imagine the story you can tell your consumers with the **ProTecht *Fresh*** feature!

## ProTecht *Fresh* Consumer Benefits

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- Odor Control
- Skin Friendly
- Plant-based
- Durable for 40+ Washes
- Metal Free
- Particle Free
- Non-Biocidal Odor Control

## Capturing Odors the ProTecht *Fresh* Way!



As the body heats, smelly moisture forms on our skin. The odor molecules in the moisture are captured by **ProTecht *Fresh*** in the fabric. These captured odor molecules are released when the garment or home textile is washed. **ProTecht *Fresh*** re-sets during washing, ready and waiting for more odor to control!

## Marketing and Hang Tags

Products utilizing our technologies are eligible to use our **ProTecht® For A More Sustainable You** branding material.

Additionally, our in-house marketing team provides assistance with brand positioning, claim language, and POS materials such as custom hang tags.

## Testing Method

ProTecht PAO is the textile finish that empowers **ProTecht *Fresh*** and is tested using the industry standard ISO 17299-3 testing method.

## Castor-based Solution

- 78% Bio-based Content
- No GMOs
- Does not use Fertile Land
- Drought Resistant
- Prevents Soil Erosion
- Natural Resource Friendly

## Global Compliance

- OEKO-TEX Eco Passport
- ZDHC Level 3
- Bluesign Approved
- USDA BioPreferred



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