

**KILLS**

**99%**

**GERMS**



# Ezee

**EASY TO CLEAN . EASY TO SHINE**

[www.ezeecares.com](http://www.ezeecares.com)

## Bleach Colors

**SUPER BRIGHTENING  
FORMULATION**

Ezee Colors is a Stain Remover & Color Booster developed to be safely used on colored clothing.

### Positioning

Ezee Colors is a cleaning agent that can be particularly effective in tackling stains and brightening clothes in the laundry, safe to use for a variety of tasks.

### Target market

- Adults aged 18+
- Consumers that make the household purchase decision.
- Consumers that takes pride in their family and wants the best for their family

### Category

Household Cleaner/Laundry

### Sizes

500ml, 1Lt, 2Lt, 5Lt

### Usage

Ezee is best for tackling organic stains on clothing, such as food and drink, grass, dirt, and bodily fluids.

### Benefits

Is safer to use on coloured fabrics, kills 99%Germs, Brightens Removes stains, Gentle on Fabrics

