

KILLS

99%

GERMS



Ezee

EASY TO CLEAN • EASY TO SHINE

www.ezeecares.com

Dishwashing Gel

ONE DROP
DOES A LOT

One Drop of Ezee Dishwashing Gel does a lot in leaving your dishes sparkling clean
Ezee Dishwashing gel leaves your dishes, cutlery, glasses and utensils sparkling clean giving you value for money.

Positioning

To the people who love sparkling dishes, cutlery and utensils
Ezee Dishwashing gel has been formulated to leave your dishes, cutlery, glasses and utensils sparkling clean. ONE DROP DOES A LOT

Category

Household Cleaners.

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

Size

500ml, 800ml.

Variants

Sparkling Lime, Sparkling Lemon

Usage

Dishwashing Gel is primarily used to clean dishes. and is primarily used for hand washing of glasses, plates, cutlery, and cooking utensils in a sink or bowl. Consumers also use dishwashing liquid to clean solid surfaces, like floors and windows.

Benefits

It is approved to kill 99% germs on dishes and is economical with a highly-foaming mixture of surfactants with low skin irritation that cuts through tough grease and grime.

