

KILLS

99%

GERMS



Ezee

EASY TO CLEAN . EASY TO SHINE

www.ezee cares.com

Regular Bleach

SUPER WHITENING
FORMULATION

Ezee Bleach Regular delivers on cleaning performance and offers good value for money. Ezee Regular-Bleach packs the whitening and dirt-fighting power you demand, all in an easy-to-use package. Plus it disinfects to kill 99.9% of germs and bacteria.

Positioning

For people in need of an affordable solution for multiple cleaning needs, Ezee Regular Bleach is effective at removing stains & soils on clothing, but mild enough to use on skin.

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

Laundry/Household Cleaners

Sizes

500ml, 1Lt, 2Lt, 5Lt

Usage

Stain/soil removal and whitening of garments. It also is the only disinfecting bleach and can be used around the house to clean and disinfect a wide variety of surfaces and problems.

Benefits

Ability to kill 99% of household germs therefore is an effective way to disinfect your household, when mixed with water in the proper amounts, Brightens, Removes Stains with a super whitening formulation

