

KILLS

99%

GERMS

# Ezee

EASY TO CLEAN . EASY TO SHINE



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

## Toilet Cleaner

PLEASANT FRAGRANCE  
WITH SHINE

Ezee Toilet Cleaner is an easy to use product that helps to clean your bowl day and night with a pleasant fragrance all day long, it even sanitizes to kill 99% of bacteria.

### Positioning

For people who require regular cleaning with a high quality affordable product which will keep your toilet protected from germs for longer. Ezee Toilet Cleaner offers particularly powerful and effective cleaning and disinfection

### 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

### Size

500ml, 1lt

### Variants

Lemon Power, Ocean Power

### Usage

Used to clean and remove odors from toilets.

### Benefits

Kills 99% Germs, Removes stubborn stains, Removes Limescale, Pleasant fragrance with shine

