

# To every woman who insists on bleach-white clothes (but who'd love to stop adding bleach!)

*This product is for you...and for every wash-load to which  
you would normally add both a detergent and chlorine bleach.*

*It's called Pruf - the world's first chlorinated detergent.*

*Lets you clean clothes bleach-white without adding bleach.*

**T**AKE all your bleachable white clothes. Take all your bleachable color clothes. Take *any* clothes to which you would *normally* add both a detergent and chlorine bleach.

Now wash these clothes in Pruf - the world's first *Chlorinated* Detergent. Just one cup of Pruf (nothing more) is all it takes to clean them bleach-white.

How does Pruf do it? *Chlorinated* Cleaning! The cleaning action of a detergent and the bleaching action of chlorine bleach *combined*, for the first time, in a *single* laundry product!

Pruf's exclusive Chlorinated Cleaning means you can stop adding bleach forever, yet still clean clothes bleach-white! What's more, Pruf eliminates any fear of *overbleaching* once and for all!

So why keep on adding chlorine bleach to your detergent? Get Pruf, the world's first *Chlorinated* Detergent, and clean clothes bleach-white *without* adding bleach!

You'll find many *other* uses for Pruf, too. For example, Pruf is great for disinfecting diapers, removing tough stains, bleaching-out sinks, as well as general household cleaning and disinfecting.

Now! Clean clothes bleach-white  
without adding bleach!



*World's First Chlorinated Detergent!*