



# Did You Know?

AMWAY PRODUCT FACTS

## L.O.C.® MULTIPURPOSE CLEANER

FACT

1

### NO Phosphates, NO Chlorine, NO Harsh Acids, NO Noxious Fumes

Our most versatile, dermatologically tested and biodegradable cleaning product is as gentle as water on your skin & all washable surfaces leaving it shiny and residue-free. It is made entirely from naturally-derived ingredients and renewable cleaning agents from sources like coconut oil.



FACT

2

### 1L of L.O.C. Multipurpose Makes Up To 10L of Powerful Cleaning Solution

Just 1L of L.O.C. Multipurpose Cleaner can fill up to 20 x 500ml spray bottles with powerful cleaning solution. This versatile, highly concentrated formula means that you can clean more with less product and less money!



FACT

3

### Cleans Impossibly Tough Stains

Although gentle, the high performing L.O.C. Multipurpose Cleaner can clean impossibly tough, dark and greasy substances such as shoe polish. Not only does it easily clean the stain on your skin, but it also effectively washes the cloth used to wipe off the stain! Watch the video to see the amazing stain removal ability of L.O.C. Multipurpose in action.



Scan to watch the video

FACT

4

### Dermatologist Tested

L.O.C. Multipurpose Cleaner contains our exclusive BIOQUEST® formula which has been tested by a dermatologist to ensure that it is kind on skin and leaves no residue to minimise the risk of allergic reactions and irritations from normal use\*.



To find out how L.O.C. Multipurpose compare to other competitor brands, scan the QR code.



# Did You Know?

AMWAY PRODUCT FACTS

NUTRIWAY®

## Features & Benefits

- Powerful and highly versatile cleaning solution.
- Uses our exclusive, biodegradable, earth friendly BIOQUEST® formula.
- Has a neutral pH to ensure it is safe and gentle for everyday use.
- Gentle enough to use as a daily hand cleaner.
- Contains no harmful chemicals or abrasives.
- Leaves all washable surfaces beautifully clean and streak-free without rinsing.
- Effectively cuts through dirt and grime.
- Dermatologist and allergy tested.
- Recognised by the U.S. Environmental Protection Agency's (EPA) Safer Choice Program.



“L.O.C.®, Amway's very first product.”

L.O.C. Multipurpose is where it all began for Amway. It was in 1959 when Jay Van Anel and Rich DeVos first launched their Liquid Organic Concentrate (L.O.C.) and ever since, it has been one of our most popular, top selling products.

L.O.C. Multipurpose Cleaner is our most versatile product as it can be used on all washable surfaces and is made entirely from naturally derived ingredients. Gentle enough to be used as a daily hand cleaner, but strong enough to clean tough stains around your home. For streak free cleaning without harmful chemicals or abrasives, L.O.C. Multipurpose leaves you with clean, shiny surfaces every time.

In addition, L.O.C. Multipurpose is also great value for money. Just one 1 Litre bottle gives you up to 10 Litres of powerful cleaning solution. This super concentrated multipurpose cleaner will be a hero in your cleaning cupboard.

**Michele McNaught**  
Amway HOME® Product Expert



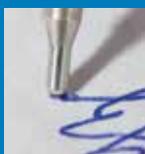
## If Water Won't Damage It, Then L.O.C. Will Clean It!

L.O.C. Multipurpose is the only surface cleaner you need in your cupboard. It's versatile, concentrated formula can be used in various ways around the house, making household jobs big and small easy.

Did you know that L.O.C. can also be used to remove annoying clothing stains? Here are some tips you can try on white or coloured washable fabrics\*:

### Ball-Point Ink:

- Use L.O.C. Multi-Purpose Cleaner to pre-treat stained areas.
- Rub briskly with a brush. Repeat as necessary.
- Laundry with SA8® Laundry Detergent using hot water.



### Cosmetics:

#### Lip Colour, Eyeshadow, Liquid Foundation, Mascara, Powder Blush

- Use hot water to rinse away as much stain as possible. Soak in L.O.C. Multi-Purpose Cleaner; then launder with SA8 Laundry Detergent.



For cleaning on the go, consider Amway HOME® L.O.C. Towelettes. These handy travel-sized wipes are pre-soaked in L.O.C. Multi-Purpose Cleaner and are perfect for accidental spills. Plus, the handy package fits neatly into handbags, briefcases and glove boxes!

\*Please read care label

For more information, visit [amway.com.au](http://amway.com.au)