



## Clothes Last Longer, Save Money And The Environment

(NAPSA)—The next time you do laundry, consider this: Clean clothes and significant financial and energy savings are all possible with easy behavioral changes.

### Expert Advice

“There are three simple changes that can be made in any laundry room to help save money, energy and environmental resources, and they get clothes just as clean,” said green lifestyle expert Alexandra Zissu, author of the forthcoming *“Planet Home: Conscious Choices for Cleaning and Greening the World You Care About Most.”*

“The first big step is replacing conventional laundry detergent with one that is nontoxic, hypoallergenic, biodegradable and free of optical brighteners, like Seventh Generation.”

Optical brighteners leave residues on clothes to reflect light and trick the eye, making clothes appear brighter. They can also transfer to your skin.

“Second, be sure to wash clothes in cold water with an occasional hot cycle to kill allergens or tackle bad stains,” she advised.

According to Zissu, the majority of the energy costs associated with laundry involve heating the water. Clothes can be effectively cleaned in cold water. In fact, cold water helps prevent stains from setting, colors from bleeding and fading, and prevents shrinking in fabrics prone to do so.

“The third and final step: Line dry clothes on a clothesline or drying rack,” explained Zissu. “If the average family washed its laundry in cold water and dried it on a clothesline, it could save \$200 a year.” Line drying also helps preserve fabric. That lint in the dryer trap is your clothes disintegrating.



**Seven out of 10 Americans have amended their laundry habits in order to save money, according to a study conducted by Kelton Research.**

### Tips To Try

She also offers these ideas:

- Hand-wash “dry clean only” fabrics to avoid the chemicals used in conventional dry cleaning.
- Use just enough detergents, whiteners and spot cleaners.
- Leave the washing machine open between washes so it can dry out to prevent mold.
- Reduce the amount of laundry you do weekly. Things like jeans can be worn a few times before washing.
- Avoid chlorine bleach; it’s a severe irritant. Use chlorine-free bleach, such as one from Seventh Generation, to get whites and colors their brightest without using chemicals containing chlorine.

### Learn More

To learn more eco-friendly laundry tips, visit [www.SeventhGeneration.com/laundryrevolution](http://www.SeventhGeneration.com/laundryrevolution).