

Hints For The Home

Latino Families Come Together For Hispanic Heritage Month

(NAPS)—Celebrating Hispanic Heritage Month—Sept 15 to Oct 15—is a good reminder of the strong family ties that are a hallmark of Latino culture. Family traditions are woven into the fabric of Hispanic culture, and one in particular that stands strong is having a clean home and putting in the elbow grease together.

Clean Up Is Key

Whether it's an evening of laughs with immediate family or a larger event with many generations, very often in Hispanic culture, everyone pitches in when it's time to clean up, and how to clean is something that is passed down through family lines.

Tight-knit and rich in tradition, Hispanic families find what works and stick with it. That's why most Hispanic households have a well-used bottle of Pinalen Original under the sink or in the cabinet. The new Pinalen Luxury Scents line of multi-surface cleaners offers extravagant fragrances with legendary cleaning power, so your home will feel and smell fresh. Your family will feel like royalty, but these rich aromas definitely don't break the bank.

For cleaning tasks that demand the highest degree of germ-nixing power, Cloralen Bleach makes disinfecting any surface a walk in the park. A simple wipe-down with this disinfecting bleach kills 99.9% of bacteria and viruses to help ensure family moments aren't interrupted by illness. Fragrance is a key factor for lots of Hispanic families, so it's fitting that there is also Cloralen Aromas for an indulgent twist—a burst of pleasant floral fragrance with the same great cleaning muscle.

Even once Hispanic Heritage Month



Family celebrations are even more fun when everyone pitches in during clean up, a long-standing Latino tradition.

celebrations come to an end, pillows and blankets can transform the family room into a relaxing oasis with help from Ensueño Fabric Softener. Powerful touch-release freshness keeps fabrics smelling laundry-day fresh for up to 35 days, and the biodegradable formulas are both Earth-friendly and color-safe.

Scent-sible Ideas

ALen USA is the North American subsidiary of Grupo ALen, a household cleaning product company leading the market for 70+ years in Mexico. ALen USA's brands Pinalen Multipurpose Cleaner, Cloralen Bleach and Ensueño Laundry products are beloved by many Hispanic American families for their nostalgic fragrances, memories of cleaning with their families growing up, and a powerful clean. They are a wonderful way to pay homage to Latino culture this Hispanic Heritage Month and all through the year.

Learn More

For further facts, including where to buy these products, visit www.alenusabrands.com.