

Press Release

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Skin-friendly detergent brand teams up with notable eczema advocate to reinforce how choosing the right laundry detergent is an important step in a sensitive skin care routine

all® free clear Laundry Detergent and Danielle Jonas Unite this Eczema Awareness Month to Remind Everyone that Caring for Skin Can Start in the Laundry Room

Stamford, CT – This Eczema Awareness Month (October), [all® free clear](#), the no. 1 detergent brand recommended by dermatologists, is partnering with Danielle Jonas – mother, wife, entrepreneur and eczema activist – to champion a sensitive skin care routine beyond what might be expected. This includes further educating the eczema and sensitive skin communities about all® free clear being an important step in any skin care routine.



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Alongside the brand, Danielle aims to show others how she doesn't hide from eczema amid her busy lifestyle, offering everyday tips that help her whole family manage sensitive skin. Visit the [all® website](#) to check out Danielle's skin-friendly tips, including choosing all® free clear laundry detergent.

"I know firsthand how challenging sensitive skin can be for families, which is why I'm so passionate about sharing my journey with eczema," said Danielle. "Laundry touches our skin all day everyday – from clothes to bed linens – so the laundry detergent we use matters, just like the products we put on our skin. That's why I

reach for all® free clear Original on laundry day. Every ingredient is carefully selected to be gentle for sensitive skin while still providing the effective clean I need, making it a skin care essential in our household.”

For the second year, all® free clear is a proud sponsor of the National Eczema Association’s Eczema Awareness Month – and as a recipient of the National Eczema Association [Seal of Acceptance™](#), the brand is recognized as a trusted choice for households with sensitive skin.

“We believe that caring for laundry is also caring for skin, especially for those in the eczema community,” said Julia Galotto, Vice President of Marketing at Henkel. “By partnering with Danielle Jonas and reconnecting with the National Eczema Association, we hope to be a resource for those with sensitive skin and inspire a mindset shift that a sensitive skin care routine can start in the laundry room with all® free clear laundry detergent.”

all® free clear is 100% free from dyes and fragrance allergens found in regular scented detergents and removes impurities¹ without leaving behind irritating residues. Available at retailers nationwide, all® laundry offers a skin-friendly lineup for a full sensitive skin laundry routine, including detergent, fabric softener and dryer sheets. For more information, visit all-laundry.com or follow @all_laundry on Instagram and @alllaundry on TikTok.

¹Like dirt, body oil and allergens

About all®

Sold in the United States, [all® free clear](#) has been a recognized leader and laundry partner for generations. Its portfolio of laundry care products includes concentrated liquid and single dose pac detergents, as well as liquid and sheet fabric softeners. all® free clear detergent is the #1 recommended detergent brand by dermatologists, allergists and pediatricians for sensitive skin. Follow all® on Instagram [@all_laundry](#), on TikTok [@alllaundry](#) and Facebook [@alllaundry](#).

About Henkel in North America

Henkel’s portfolio of well-known brands in North America includes all®, Purex® and Persil® laundry detergents, Snuggle® fabric softeners, Dial® soaps, Schwarzkopf® hair care, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6.5 billion US dollars (6 billion euros) in 2024, North America accounts for 28 percent of the company’s global sales. Henkel employs around 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com and on X [@Henkel NA](#).

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