



FOR IMMEDIATE RELEASE

**Welcome Spring into Your Home but Leave the Allergens Behind
With all[®] free clear Laundry Detergent**

all[®] free clear Laundry Detergent is the Seasonal Solution for Removing 99% of the #1 Spring Allergen

WILTON, Conn. – March 16, 2016 – When it comes to spring cleaning, only tackling what is on the surface isn't enough. From clearing out closets and consolidating cabinets, to refreshing linens with a fresh wash, springtime is the season of the 'deep clean'. all[®] free clear - the #1 recommended brand by dermatologist, allergists and pediatricians – is here to help consumers win the fight against seasonal allergens on linens and clothing.

According to the [American College of Allergy, Asthma & Immunology](#), allergies “affect approximately 50 million people in the United States, and its prevalence is increasing affecting as many as 30 percent of adults and up to 40 percent of children.” Allergens can frequently be found trapped in clothing and laundry.

For a deep clean all[®] free clear products remove 99 percent of everyday and seasonal allergens including the #1 spring allergen - tree and grass pollen*. Hypoallergenic, 100 percent free of dyes and perfumes, and clinically proven to be gentle on skin, all[®] free clear detergents are specially formulated to maximize cleaning performance while minimizing skin irritancy potential. all[®] free clear is a product you can feel good about using on your families clothes and linens without the worry of irritants.

Available at retailers nationwide, the product lineup includes:

- **all[®] free clear Laundry Detergent:** The number one brand recommended by dermatologist, allergists and pediatricians, all[®] free clear powerfully cleans and is gentle on skin. all[®] free clear Laundry Detergent gets out what your clothes will be wearing this season, removing 99 percent of the tree and grass pollen that can stick to your clothes.
- **all[®] free clear Fabric Softener and Dryer Sheets:** 100% fragrance and dye-free, all[®] free clear Fabric Softener leaves fabrics feeling soft and comfortable against sensitive skin
- **all[®] OXI laundry booster for sensitive skin:** use it with your detergent for an easy stain fighting boost plus it whitens and brightens clothes. It's safe on sensitive skin, perfume free, dye free and chlorine free. It costs 15% less than the leading brand, and you can use it to remove stains around the house.

For more information, visit www.WashOutAllergens.com. Print content for all® free clear will be found in spring and early summer lifestyle and home publications.

*. Also including cat and dog dander, dust mite matter, ragweed, grass and tree pollen. all® free clear is not intended to treat or prevent allergies

About all®

As a recognized leader and reliable laundry partner with consumers for more than 50 years, the all® brand provides an incredible clean at an incredible value for all your family's needs. The all® brand has your detergent needs covered with compact powder, concentrated liquids, and single dose pacs in a choice of sizes and variants for sensitive skin. all® laundry detergent is manufactured by The Sun Products Corporation. For more information, visit www.all-laundry.com or www.facebook.com/allLaundry

About The Sun Products Corporation

The Sun Products Corporation, headquartered in Wilton, Connecticut, is a leading North American provider of laundry detergent, fabric softeners and other household products. With annual net sales of approximately \$2 billion, the Company's portfolio of products are sold under well-known brands that include all®, Snuggle®, Wisk®, Sun®, Surf®, and Sunlight®. In addition, Sun Products is the manufacturing partner for many retailer brand laundry and dish products in North America. For more information visit: www.sunproductscorp.com.

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