

SNAP LIFTS THE DIRT ON AUSTRALIAN LAUNDRY HABITS



26% OF PEOPLE SPEND UP TO FIVE HOURS A WEEK WASHING CLOTHES, WHILE 14% SPEND MORE THAN SEVEN HOURS EACH WEEK WASHING.

AUSTRALIANS CARRY OUT
1.9 BILLION
LAUNDRY WASHES EVERY YEAR!



89% OF AUSTRALIAN ADULTS CAN'T ESCAPE LAUNDRY RESPONSIBILITIES, WHILE 82% DO LAUNDRY FOR MORE THAN ONE PERSON.

Snap®



Snap® Free & Clear
Fabric Softener
Code: 76229

Snap Free & Clear products make the hassle of laundry easier by providing an Eco-Friendly, Hypoallergenic detergent that can do up to 80 loads of laundry, saving you time and money!



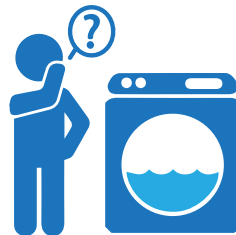
Snap® Free & Clear
Laundry Detergent
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50% OF AUSTRALIANS BUY THE SAME BRAND. ONE IN THREE (31%) BUYS WHICHEVER IS THE CHEAPEST THAT DAY.



SNAP IS:

- SAFE FOR KIDS
- SAFE FOR PETS
- SAFE FOR THE ENVIRONMENT



"SNIFF TEST"

52% HAVE DONE THE "SNIFF TEST" TO SEE IF THEY COULD GET AWAY WITH RE-WEARING CLOTHES.



1 IN 6 AUSTRALIANS HAVE USED DISHWASHING LIQUID DETERGENT OR SHAMPOO TO WASH THEIR CLOTHES.

1 IN 3 OF AUSTRALIANS DON'T KNOW THE CORRECT CYCLES AND TEMPERATURES FOR WASHING DIFFERENT ITEMS OF CLOTHING.

70% OF AUSTRALIANS DON'T DRY CLEAN THEIR CLOTHES.