

Simply the Best

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If you haven't come across the Aquados Simply laundry detergents yet, seek them out! Based in Yorkshire, they were the first detergent to be awarded the EU Eco label- meeting strict manufacture & disposal environmental criteria. The products clearly have great green and ethical credentials but do they actually work. Most of us will sacrifice a degree of performance in favour of the environment, it's the least we can do, but no more my friend- this washing powder is brilliant. Back in February 2008 Good Housekeeping comparison tests and concluded that Simply Washing biological range was equal to Ecover and just one point behind Ariel , with their sensitive range matching Persil non bio and beating Ecover.

The whole range consists of the non-bio Simply Sensitive; the Biological Simply Active; The Hypoallergenic Simply Pure as well as Simply Dishwash and Simply Dishwash Citrus. They now offer refill packs for the laundry tabs making them even better value for money.

I have been using Simply Active for about 6 months and have been delighted with the results. As a mother with an eczema prone son I am always cautious and vigilant with washing products and am happy to report there has been no sign of any reaction to the products.

The patented 'soft tab' technology dissolves instantly on contact with water, releasing a measure dose of powder into the machine. This means the wash process begins immediately. In addition Aquados' Simply's oxygen based cleaning agents are time released meaning they tackle stains throughout the wash cycle. The concentrated formula also means that wash for wash they use 50% less powder than traditional big box offerings and 36% less than convention tablets.

The laundry looks and smells clean and fresh and what's more Simply laundry products are actually significantly cheaper than Ecover, Persil and Ariel.

Simply Laundry complies with the criteria laid down by the Vegan Society and proudly displays the logo on all their products.

At last a green product performs brilliantly and saves you money. Hoorah!

You will be able to find both the laundry products and the dishwasher detergents in The Co-op and Robert Dyas, with Sainsbury's Waitrose and Morrisons all stocking the Laundry range.

To find out more about Simply laundry and dishwashing products visit their website at www.simplywashing.com