



New **Downy® Fresh Protect** provides powerful, 24-hour odor protection that keeps fabrics smelling fresh all day, even for the most active individuals. These in-wash scent beads are like deodorant for clothes—perfect for active wear, first date outfits and any time the wearer needs to feel fresh and confident.

Downy Fresh Protect beads dissolve slowly in the wash cycle, infusing fabrics with motion-activated technology that tackles even the toughest odors:

- Downy Fresh Protect beads go beyond covering up odors by neutralizing them and providing fresh, long-lasting Downy scents.
- The beads are added directly into the washer drum, at the beginning of the wash cycle, and are safe for use in both HE and regular machines.
- Downy Fresh Protect is available in Active Fresh and Fresh Blossom scents, for all-day odor neutralization.
- For best results, Downy Fresh Protect should be used with Downy fabric softener/conditioner.

About Downy Fresh Protect Technology:

Over the span of the wash cycle, water-activated Downy Fresh Protect beads work in three ways:

- Neutralizing: reactive ingredients bind to and neutralize malodor molecules
- Odor Blocking: components negate malodor molecules
- Masking: scent technology oversaturates malodor molecules with fresh, long-lasting scents

Availability:

Downy Fresh Protect will be available at food, drug and mass market retailers throughout the U.S. beginning in April 2015.

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