



IMAGE AWARENESS WELLNESS INSTITUTE

Clean Savings

1271 HIGH STREET, AUBURN, CA 95603 • PHONE (530) 823-7092 • ORDER LINE (800) 359-6091
HOURS: TUES. – FRI. 10 A.M. – 4 P.M. • E-MAIL: MAIL@IMAGEAWARENESS.COM WEB: WWW.IMAGEAWARENESS.COM

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HISTORY

The technology of cleaning products was pretty simple prior to 1920. Soap was made by mixing rendered fat and lye derived by running water through ashes. Powerful new cleaning products were developed and marketed between 1920 and 1960.

By the 1960's millions of tons of cleaning products were being dumped into rivers, lakes, and the ocean. Packaging to contain these cleaning products was overwhelming landfills.

GNLD cleaning products were developed with this problem in mind. All GNLD cleaning products are designed to be 100% biodegradable. All ingredients used must be compatible with nature's life cycle of birth-growth-death-decay and rebirth.

GNLD cleaning products are unique in that they work by making water wetter, they enzymatically break down dirt and grease, and they are highly concentrated making them very economical.

SUPER 10

Super 10 is GNLD's industrial strength cleaning product. It penetrates grease and stains, then dissolves and emulsifies them.

Penetration: Super 10 not only penetrates dirt and grime, but it actually gets between the surface and the dirt.

Dissolution: Super 10 breaks up dirt and grease so it can be easily removed.

Emulsification: Dirt, grease, and stains are actually pulled into the cleaning solution so they can be easily rinsed or wiped away.

The remarkable cleaning properties of GNLD cleaning products are a result of non-ionic wetting agents, organic solvents, and natural soaps which make water "wetter" speeding up cleaning action and allowing penetration of dirt and grime which is simply impossible with other cleaning products. At the same time this cleaning action is completely safe and natural. Super 10 is safe to use on any surface where it's safe to use water.

Super 10 rinses clean and never leaves a sticky residue behind. It is organic and phosphate-free. It is not hazardous to use around heat or flame because it is nonflammable.

CONCENTRATED

Firstly, Super 10 is economical because it is highly concentrated and is always used in diluted form. The standard dilution is one part Super 10 to ten parts water.

EXTRA HEAVY-DUTY:

Dilute 3-to-1. For example, 6 oz. of Super 10 and 18 oz. of water in a 24 oz. spray bottle.

HEAVY-DUTY CLEANING:

Use the standard 10-to-1 dilution. This would be 2 ounces plus one teaspoon in a 24 oz. spray bottle.

GENERAL CLEANING:

Use a 20-to-1 dilution of Super 10. This would be two tablespoons and one teaspoon added to a 24 oz. spray bottle.

LIGHT-DUTY CLEANING:

Add 3 drops of cleaner to a 24 oz. spray bottle.

FLOORS:

Super 10 is not recommended for wood floors. For other floors one ounce can be added to a gallon of water.

VERSATILE

Super 10 is super-economical for a second reason. This one product can replace dozens of other cleaning products while doing a better job than all of them.

Sample uses:

Kitchen: Heavy duty solution can be used for stovetops, grills, fume hoods, and as a presoak for pots and pans. A general cleaning solution can be used for





appliances, woodwork, chrome, enameled surfaces, stovetops, and countertops.

Bathroom: Use a general cleaning solution for fixtures, floors, walls, tile and mirrors.

Laundry: Use a general or heavy-duty cleaning solution as a spot remover for ink, crayon, lipstick, and ground in dirt and grime.

Living/Family Room: Spot clean rugs with a general cleaning solution. Windows can be cleaned with a light-duty solution.

Garage/Car: Use heavy-duty or extra-heavy duty solutions for vehicle engine cleaner and for cleaning up grease and oil spots. Use general cleaning solution to clean tools, and garage floors.

Outdoors: Use heavy-duty solution for grills. Use general cleaning solution for driveways and patio furniture.

LDC (LIGHT DUTY CLEANER)

LDC can serve many of the same functions as Super 10, but it is a much milder formula. The formulation combines three surfactants or surface active agents. A surfactant molecule has an oil soluble portion at one end and a water soluble portion at the other end. A surfactant can grab onto oil molecules and hold them in water. This is called emulsification.

The surfactants in LDC also dra-

matically reduce the surface tension of water which causes it to bead up on a hard surface. Wetter water spreads more evenly on surfaces and also penetrates fabrics and cracks more efficiently than water with a high surface tension. Mechanical action or agitation can then easily lift dirt and grease off surfaces.

LDC is totally biodegradable and will not harm septic tanks, sewage disposal systems or water treatment plants.

CONCENTRATED

Standard Dilution:

Mix one part of LDC to 5 parts of water.

Heavy Duty Cleaning:

Mix one part of LDC to 3 parts of water. Hard water will require a little more LDC to do an effective cleaning job.

VERSATILE

Dirty dishes: LDC suspends grease and floats it down the drain. Fats will not stick to the sink requiring the use of gritty abrasive cleaners and drains will be less likely to clog with grease.

Fruits and vegetables: Add 3 or 4 drops to water you soak vegetables in to remove crop oils and insecticides. Rinse thoroughly, dry and store.

Hand cleaner: LDC can be rubbed onto the hands like a lotion prior to dirty jobs. It prevents grease from getting into pores and makes it easy to clean hands afterwards.

Kitchen: LDC is excellent for cleaning and polishing appliances, refrigerators, and stoves. Simply spray or wipe on with a damp cloth then wipe off with a dry cloth.

Laundry: LDC can be sprayed on tough grease, tar or wax stains prior to washing. LDC will remove stains from wash and wear fabrics that other cleaners will not even touch.

Other uses: One-half capful of LDC added to a sink of water will effectively clean hand washable synthetic fibers. It effectively cleans sinks and tubs. It has

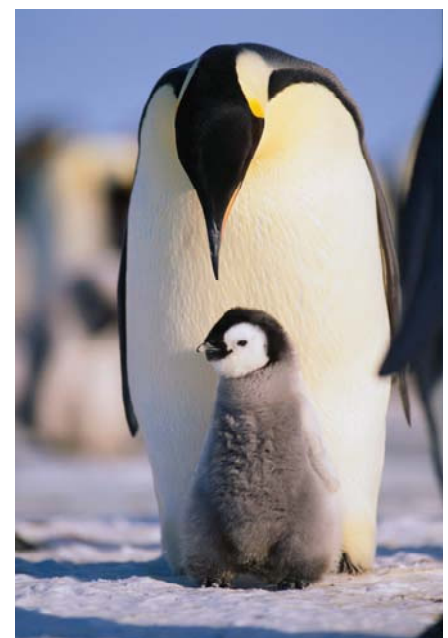
been used for wallpaper removal, for weed spraying, for cleaning windows and vehicles, and all washable materials.

A PENGUIN TALE

On June 21, 2000 a Panamanian registered iron ore carrier, *The Treasure*, sank outside Table Bay off the coast of South Africa leaking its 13,000 tons of fuel oil between Robben and Dassen Islands. Thousands of oil soaked penguins came ashore on Robben Island the next day. This island had recently been declared a world heritage site. Robben Island has the third largest breeding population of African penguins in the world. A larger colony on Dassen Island was also soon threatened. Forty percent of the population of African penguins was threatened.

Removing the oil is the key to survival of the animals. Oil destroys the bird's waterproofing causing feathers to clump together. The birds develop hypothermia and lose buoyancy in sea water. An oil covered bird will not hunt. It lives off its fat reserves and eventually dehydrates and dies. Force feeding the birds is the only way to avoid starvation.

A challenge of volunteers was to remove the oil from the birds be-





fore they suffered the long term effects of petrochemical poisoning. A further challenge was to use a cleaning agent which would remove the oil without further harming the already traumatized birds.

Sancop considered the use of only one cleaner for this critical task, GNLD's Light Duty Cleaner. Earlier experience, most notably with the sinking of the Apollo Sea six years earlier, had shown the superiority of this product both from the standpoint of gentleness to the penguins and the rescuers and also in its ability to remove the sticky oil.

The cleansing process takes 20 minutes to an hour. The penguins are scrubbed with a toothbrush until the waterproofing is restored to the birds.

No other cleaner was found which could restore the waterproofing to the birds without producing any harmful side-effects whatsoever. The rescue center in Capetown housed an estimated 15,000 birds. GNLD had to rush 7,500 liters of LDC to South Africa for the rescue operation. The penguins were returned to the wild in September. In the course of the rescue operation 40,000 penguins were removed from Robben and Dassen Islands. It is estimated that 25,000 oil-soaked penguins were cleaned with LDC in the course of this penguin rescue. This is considered the largest wildlife rescue operation ever attempted. The African

penguin population is 19% larger than it would have been without the rescue of the birds. Three birds, Peter, Percy, and Pamela were tagged with transmitters and released. Their journeys were followed by scientists. Scientists were overjoyed when Peter made his appearance on Robben Island on April 1, 2001--no joke. He won the race home.

REFERENCES:

<http://www.earthwatch.org/europe/newsroom/science/news-3-peterpenguin.html>

Lifestyle Magazine, GNLD, Issue 1, 2010, 20-21.

HOUSE OF BUTTERFLIES

The Bordano House of Butterflies in Friuli Italy considers LDC and Super 10 the only cleaners powerful enough to tackle tough jobs, yet gentle enough to cause no harm to the most delicate young butterflies or their sanctuary. Friuli is known as Butterfly Town due to a unique microclimate where butterflies of all varieties thrive. The Butterfly House of Bordano consists of three large greenhouses which re-create tropical Africa, the Indo-Australian area, and the Amazon basin. Over 400 species of butterflies from all over the world are housed here.

REFERENCE:

Lifestyle Magazine, GNLD, Issue 1, 2010, 20-21

GREEN

Green is GNLD's remarkable personal care cleaner. It contains Kelpro--a kelp derived protein from the kelp found in the clear waters of the North Atlantic. Mild organic solvents are added to the Kelpro to allow it to penetrate, emulsify, and carry away soils and odors. This product is highly concentrated and should be used sparingly. The neutral pH is fully compatible with human skin. Green rinses thoroughly, leaving no sticky residue to attract dirt. Green can be worked into the hands to create a "green glove" to protect hands prior to dirty

jobs. It is nonflammable and 100% biodegradable. Green eliminates the need for a lot of specialty soaps.

HOW TO USE GREEN:

Personal care: Use a small amount full strength.

Medium use: One teaspoon per quart of water.

Light use: A few drops in a basin of cool water.

USES FOR GREEN

Bathroom: Green can be used for shampoo for people or animals, showering, bathing, and to clean abrasions, minor cuts and scratches. Wash, rinse and dry.

Laundry: Green can be used for baby clothes, lingerie, panty hose, and stockings. Follow the medium use instructions.

Garage: Cover hands and arms directly from the bottle for a washable "glove" that protects during dirty jobs and makes cleanup quick and easy. An amount of green the size of a dime is usually sufficient.

Outdoors: Spray (medium use strength) on trees and shrubs to remove dust and to nourish plants.

Odor removal: Green can effectively remove odors. For a demonstration rub onion into the hands. Sniff. Then place a few drops of green in the palm and rub in. The odor will completely disappear.





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G-ONE

G-One is a concentrated laundry powder that is organic with a choice of low phosphate or phosphate free. It is free rinsing and 100% biodegradable. G-One outperforms most other detergents, particularly against oily dirt and when washing in hard water. G-One also protects your washing machine from corrosion.

G-One is unique with GNLD's scientifically selected, natural and organic ingredient Biazyme which tackles protein-based soil and stains to accelerate the cleaning process. This product contains no air fillers or deceptive packaging.

G-One is free rinsing, leaving no soap residue to yellow or grey clothes. G-One does not leave toxic residues that irritate tender skin and initiate allergic responses. G-One is slightly alkaline to neutralize body acids in clothing.

G-One outperformed the leading U.S. brand in independent laboratory testing. Because it is concentrated and powerful **it will go up to eight times farther than ordinary detergents.**

G-One is a star in three areas of concern. Firstly, it gets clothes

clean, white and bright. Secondly, it is economical to use. One quarter cup will do the work of one to two cups of conventional brands. Finally, it is nonpolluting and ecologically safe.

HOW TO USE G-ONE

Top loading agitator

2 scoops (1/4 cup) for soft water (0-50)

2-3 scoops for moderately hard water (50-100)

3-4 scoops for hard water (100-200)

Front Loading Agitator

1 scoop for soft water (0-50)

1-2 scoops for moderately hard water (50-100)

3-4 scoops for hard water (100-200)

NCB: NATURAL CLEAN- ING BOOSTER

NCB can be added to laundry in hard water



areas to boost cleaning power of G-One. Add 1/2 to 1 ounce per load. NCB can also be used as a "spotter" on stained or extremely soiled items. Apply full strength.

WEB RESOURCES

www.imageawareness.com

www.yourbodyssignlanguage.com

www.jimmcafee.com

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