



# SFELTRIX



...The wool treatment!!!

# SFELTRIX actions



Hygienfresh® *SFELTRIX* is the revolutionary silk protein based product that can replenish, strengthen & protect wool, silk and delicate garments.

## *Sfeltrix in action:*

### **Protects**

- Used together with standard detergent it **prevents wool felting**;
- It creates a **protective layer** on fibres to make them last longer.

### **Strengthens**

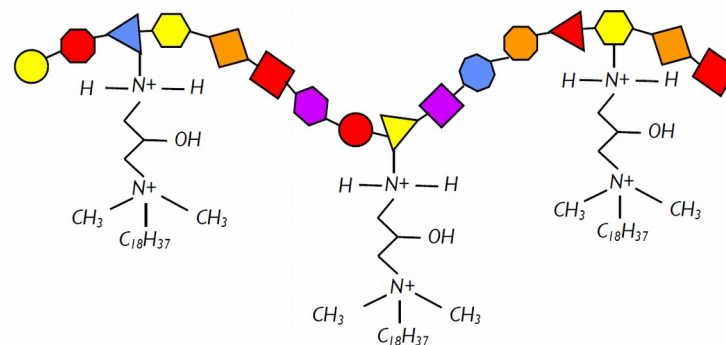
- Used in every wash it maintains the **fibres** original **strength**
- Garments treated with **Sfeltrix** have an unequal **softness**

### **Replenish**

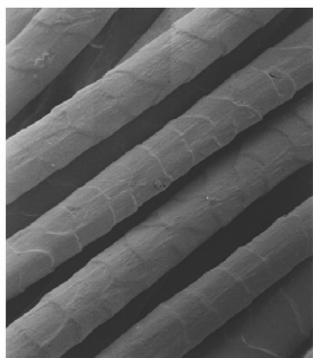
- Silk proteins replenish damaged fibres, helping **restore** garments that have shrunk in the wash.

# SFELTRIX on WOOL

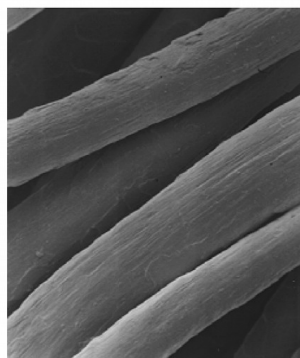
SFELTRIX **silk proteins** have been modified to permanently stick to fibres, replenishing and restoring them. The proteins create a layer that protect garments and fibres against the abrasive forces.



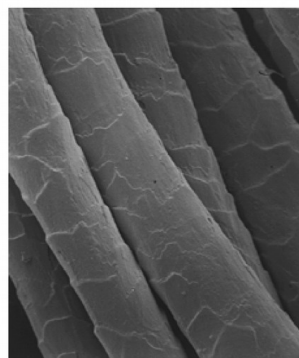
Using SFELTRIX usually during the last rinse the garment remains always new. Moreover, the protective layer prevents pilling (wool pills) developing.



a



b



c

- a) New wool fibre;
- b) Wool fibre after 20 washes with normal products;
- c) Wool fibre after 20 washes using SFELTRIX

# SFELTRIX on WOOL



**The replenishing action of the silk proteins helps restore garments that have shrunk in the wash.**



*With Sfeltrix you will never have to throw away your favourite pullover that has shrunk during the wash!!!*



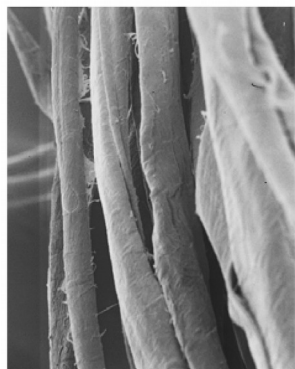
# SFELTRIX on COTTON



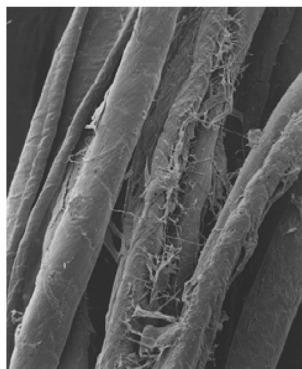
SFELTRIX **silk proteins** also work on cotton!!!

Proteins create a protective layer on cotton fibres. This layer preserves and nourishes them.

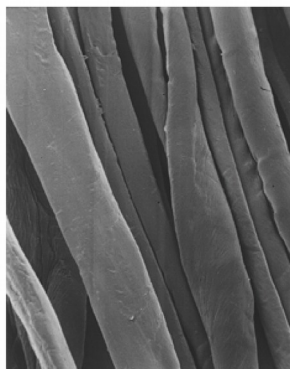
Moreover, on dark cotton garments, it prevents the formation of the annoying white spots!!!



d



e

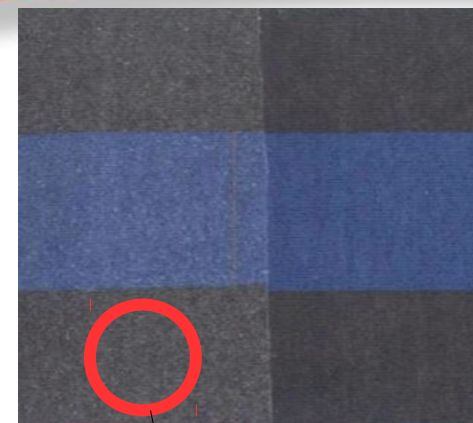


f

d) New wool fibre;

e) Wool fibre after 20 washes with normal products;

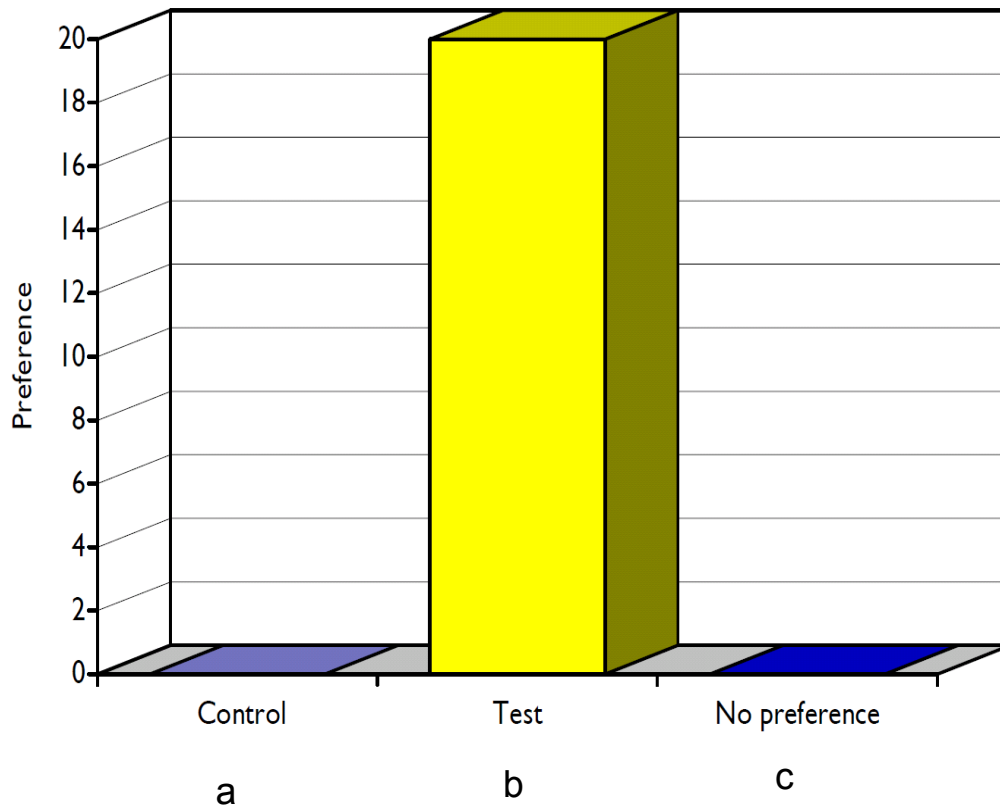
f) Wool fibre after 20 washes using SFELTRIX



# SFELTRIX results



Garments washed with **SFELTRIX** have an unequalled softness. The results from the comparative tests show consumers choose garments washed with **SFELTRIX**



*Test of softness vs clients satisfaction after 20 washes*

- a) Preference for garments washed with a normal detergent and professional softener
- b) Preference for garments washed with **SFELTRIX**
- c) Indecision about preference



**After 20 washes  
everyone chose  
Sfeltrix.**

# SFELTRIX results



*Be amazed by the results of **SFELTRIX** !!!*

Use **SFELTRIX** on both wool and delicate garments as well as cotton garments and...

*...you will feel the difference !!!*

