



Why don't other companies offer a similar formula?

Melaleuca: The Wellness

Company® is committed to giving you better, more natural alternatives. *Diamond Brite* was created to be safer for your family without sacrificing effectiveness or the environment. Our scientists spent years developing the *Diamond Brite* formula without using cheaper, less effective ingredients or taking shortcuts. The result is a formula we are proud to offer, and one patented with the U.S. Patent Office. The *Diamond Brite* formula is only available to Melaleuca customers.



Guaranteed!

Every Melaleuca product is backed by our 100% satisfaction guarantee. If *Diamond Brite* does not meet your highest expectations, contact us within 60 days for a full credit or exchange.

Are there products like *Diamond Brite* for the rest of my home?

Diamond Brite is part of Melaleuca's *EcoSense™* line of cleaners. *EcoSense* is committed to helping you clean without compromise by providing natural, effective solutions that make your home a healthier, cleaner, safer place—all while reducing the impact on the environment and your pocketbook.

* Although all *EcoSense* products are formulated to be safe when used as intended, they are not meant to be inhaled, ingested, or rubbed into eyes or skin. Please read and follow all label directions and, of course, keep all cleaning products away from children.

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3910 South Yellowstone Highway
Idaho Falls, Idaho 83402.6003
Melaleuca.com · 800.282.3000 10/08U



Diamond Brite is effective, safer, and economical!

Thanks to its unique formula, *Diamond Brite* is safer and less expensive per load than leading brand name detergents.

	Diamond Brite®	Electrasol®	Cascade®
Chlorine bleach	No	Yes	Yes
pH level	Near neutral	Highly alkaline	Highly alkaline
Phosphates	No	Yes	Yes
Price*	\$7.89	\$4.99	\$6.15
Average # of uses	25	16	15
Average cost per use	31.5¢	33¢	41¢

Dishwasher detergents are measured by weight (ounces), not volume (fluid ounces). Average uses per container and cost per use are based on using a 2.5 fl. oz. dishwasher cup size. *Melaleuca Preferred Customer price. Competitor product prices from www.walbertsons.com, Portland, Oregon, October 2008. Prices may vary. Product names are trademarks or registered trademarks of their respective companies.

For more ideas on how to make your home a cleaner, safer place, please visit www.saferforyourhome.com.



To order, call 800-282-3000
or speak to the person who gave you this brochure.



Can I clean my dishes effectively without using harmful chemicals?



The effective way to clean your dishes that is gentler on your home and the environment.

The two things you worry about most are the health of your family and the safety of your home. **Diamond Brite®** was formulated with you in mind.

Diamond Brite uses a scientifically advanced, patented formula that contains:

- No chlorine bleach
- No phosphates
- No high-alkaline formula

Diamond Brite cleans dishes and eliminates spots on glasses with unprecedented cleaning power.

What's the big deal about chlorine bleach?

Most dishwasher detergents contain chlorine bleach, which can release chlorine gas into the air along with the steam from your dishwasher. This gas can sometimes trigger:

- Headaches
- Burning eyes
- Asthma
- Allergic reactions
- Poor indoor air quality

Diamond Brite does not contain chlorine bleach.

Why should I care about phosphates?

Phosphates are inexpensive water-softening agents, but the environment can pay a heavy price for their use.

- Just one 45 oz. bottle of the leading automatic dishwasher detergent has enough phosphate to produce more than 200 pounds of algae
- Algae overgrowth can choke the life out of our lakes, rivers, and streams
- Many states already prohibit the use of phosphates in laundry detergents, and some are exploring legislation to ban phosphates from dishwasher detergents

Diamond Brite does not contain phosphates.

Why the concern about highly alkaline formulas?

- They can burn skin, mouth, and eyes, prompting many manufacturers to package their products with child-resistant caps
- They can etch dishes and "cloud" glassware

Diamond Brite has a pH nearly identical to water, eliminating the need for a child-resistant cap.



Does Diamond Brite really work?

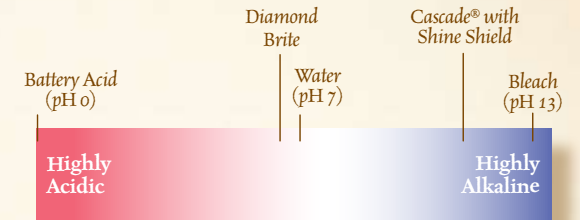
- Laboratory testing shows *Diamond Brite* works even on baked-on foods and oily lipstick stains
- Naturally derived enzymes (which work like the enzymes in your digestive tract) break down food
- *Diamond Brite* contains *Opti-Shine™*, a powerful combination of three anti-filming agents that help keep water and food particles from redepositing

Diamond Brite works without bleach, phosphates, or a highly alkaline formula.

Why isn't the bottle bigger?

- *Diamond Brite* is super-concentrated so it can clean up to three times as many loads as the leading detergent*
- Contains no unnecessary fillers
- Reduces the impact on recycling and landfills
- Saves you money

Diamond Brite is so powerful, you only need to fill one dispenser cup half full to effectively clean an entire load. Most brands require you to fill one or both of the cups.*



Diamond Brite has a pH nearly identical to water.



Opti-Shine has three anti-filming agents so dishes shine.



Diamond Brite cleans up to three times as many loads.*

* When washing normal loads according to manufacturer's directions.

