

DID YOU KNOW?

A study by Whirlpool Foundation reveals that 60% of the global population still bank on hand-washing methods.

Liquid detergent concentrates must contain at least 90% biodegradable surfactants to help prevent water pollution.

In 1956, Unilever introduced Wisk, the first commercially available liquid laundry detergent, marking a major shift in laundry practices.

70% of dirt on clothes is invisible.

Some high-end, luxury detergents, such as those made from 100% plant-based ingredients with eco-friendly, organic certifications, can cost up to \$50 per bottle. These are marketed as eco-conscious products with premium quality.

According to Guinness World Records, the largest laundry lesson, organized by Ariel India, was held on May 17, 2019, in Mumbai, India, with 400 participants, including men and boys. The event aimed to promote shared responsibility within households by teaching participants about laundry care, and encouraging them to actively support women and girls in managing this essential chore.

Have you ever wondered how astronauts on long missions clean their clothes? The answer is that they wear the same clothes for long periods in space and usually throw them away because there are no washing machines. The reason is the zero-gravity environment in which washers don't work. Besides, developing a machine that can wash clothes in space, NASA has been working on creating a special space detergent with Tide that can clean clothes without using water.

Believe it or not, an average adult produces about 6 liters of sweat regularly. Half of it is released through the feet. That's not the end. Besides sweating, the body also outflows 10 grams of salt, 40 grams of grease and sebum, and 10 grams of dead skin cells and flakes amounting to a total of 2 billion skin cells – the majority of which settle in on our clothes.

Ancient artifacts show that the Babylonians had developed soap-making techniques by mastering the chemistry of fatty acids. They would boil the fat from animals like cows, sheep, or goats with ashes, producing a thick, greasy mixture that effectively removed dirt.

Laundroid was an innovative robotic laundry-folding machine developed by the Japanese company Seven Dreamers in collaboration with Panasonic and Daiwa House. Introduced as a smart home appliance, Laundroid aimed to simplify the laundry process by autonomously sorting, folding, and organizing clothing. Due to financial difficulties, Seven Dreamers declared bankruptcy in 2019, and the Laundroid project was discontinued. However, it remains a significant example of efforts to innovate within the home automation space.



CARE FOR BABIES

SAUDIA AFRIN

Since babies have delicate skin, their clothes should be washed with gentle detergents that minimise chemical exposure. Harsh chemicals, fragrances, and dyes in regular detergents can irritate their sensitive skin, leading to rashes, redness, or even allergic reactions. Specially formulated child-friendly detergents are designed to be gentle and hypoallergenic, offering safer options for babies and young children, whose skin is more susceptible to irritation due to its thinner, more permeable nature.

Skin-related conditions such as eczema, heat rash, hives, and warts are becoming increasingly common among children. The prevalence and types of these issues vary by country, often influenced by social, economic, and environmental factors. In Bangladesh, a notable rise in such conditions is partly due to limited awareness of hypoallergenic or baby-specific products, which are specifically designed to minimise irritation risks.

Conventional detergents may contain chemicals like sulfates, phosphates, and synthetic dyes, which can trigger allergic reactions in children prone to skin sensitivities, leading to symptoms like itching, redness, and swelling. For children with sensitive skin, hypoallergenic detergents with mild formulations are a recommended choice to avoid skin discomfort and flare-ups. These child-friendly detergents are typically dermatologist-tested, formulated to reduce the risk of worsening existing skin conditions.

In addition to skin

irritants, strong fragrances in detergents can also contribute to respiratory issues, especially in children with conditions such as asthma. The chemical vapours released from fragranced detergents may aggravate breathing difficulties in sensitive individuals, underscoring the importance of fragrance-free or mildly fragranced detergents for households with young children.

Increasingly, parents are opting for child friendly detergents to protect their children from exposure to harmful chemicals and allergens. Bangladesh's child-friendly detergent market currently relies heavily on imported brands, such as Babe, Kodomo, and Johnson. Jet Baby Liquid detergent, introduced by the local company Kallol Group in 2018, is the only locally produced option. Other major players, including Unilever, ACI, and Square, are also recognising this concern.

"While there isn't a specific focus on baby clothes or a large-scale hypoallergenic product line, our company's overall product design addresses various consumer needs, including tough stain removal, with consumer safety as a key concern," shares Md. Shadman Sadikin, Marketing Director, Homecare, Unilever Bangladesh Limited.

"ACI does not currently offer products specifically for children, but we are attentive to these issues. Understanding sensitivities and following usage instructions can help minimise health risks, ensuring a safer experience for everyone," remarks Md. Quamrul Hassan, Business Director at ACI Consumer Brands, emphasizing ACI's commitment to using safer chemical formulations.



CHILD-SAFE DETERGENTS



Made with safe, non-toxic, and hypoallergenic ingredients to prevent skin irritation,



Free from harmful like phosphates and dyes.

Designed to rinse out easily, leaving minimal residue on clothes to reduce skin irritation or allergic reactions.



Use mild or natural fragrances to avoid harsh chemicals and reduce allergic reactions.



Dermatologist-tested to be gentle on sensitive skin, ensuring safety for babies and children.



Always check the recommended amount before using any detergent to avoid child-safety hazards.