

## WHAT PHOSPHATE-FREE DETERGENTS MEAN TO YOU

*Customers have noticed a white film or residue on their dishes, glassware, plastic items, utensils and tub interior.*

### PHOSPHATE-FREE (P-FREE) DETERGENTS

As of July 1, 2010, 17 states\* passed laws limiting the amount of phosphorous (phosphates) in household dishwasher detergents to no more than 0.5 percent. Previous detergents contained up to 8.7 percent.

**Major manufacturers have reformulated their dishwasher detergents for the entire United States.**

### WHY THE BAN

- Phosphates are difficult to remove in waste water at sewage treatment plants. They're then discharged into rivers, lakes, streams and drinking water reservoirs where they cause environmental harm
- In freshwater, phosphates boost algae growth, which consume all the oxygen, ultimately killing the fish and plants

### WHAT ARE PHOSPHATES

- They're chemical additives in detergents that act as a cleaning agent helping to remove stains, break down grease and prevent spotting
- During washing, phosphates suspend food particles so they don't stick to dishes. Plus, they soften water allowing suds to form for cleaning

***Did You Know:** Phosphates have been limited in laundry detergents since 1994. The change in dishwasher detergents is another step in the eco-conscious awareness found in today's products and the eco-friendly choices consumers are making.*

### ECO-FRIENDLY CHANGE IN DETERGENTS MAY CAUSE WHITE FILM ON DISHES

- Detergents without phosphates may leave a white film or residue on dishes, glassware, plastic items, utensils, even the dishwasher tub
- When customers see this white film this can lead them to doubt or blame their dishwasher's cleaning performance

*Note: If a customer notices a white film, it can be assumed that the phosphate-free detergent is the problem. This film is a mineral buildup and not etching as a result of too much detergent.*



*Before*

*After: Spatula was washed 14 times with phosphate-free detergent in hard water, leaving white film residue.*

### WAYS TO HELP REDUCE WHITE FILM BUILDUP

- Tablets and Pacs perform better than powder, liquid or gel detergents\*\* Below is a list of top-performing, phosphate-free detergents
- To minimize a repeat buildup of the white film, use a rinse aid
- This issue is more frequent in homes with hard water. Dishwashers with built-in water softener systems are available in the market to soften the water and help reduce the white film

### A LEADING CONSUMER MAGAZINE RATES PHOSPHATE-FREE DETERGENTS\*\*

PRODUCT	TYPE	OVERALL CLEANING RATING
1. Finish® Quantum™	Tablets	Recommended buy
2. Finish® All in 1 Powerball® Tabs	Tablets	Best buy
3. Cascade® Complete All in 1 ActionPacs™	Pacs	Recommended buy
4. Cascade® with Dawn® ActionPacs™	Pacs	Recommended buy