



Turn Your Fabrics into Messages of Love with Downy

Give Kids a Confidence Boost with Fresh Scent of Mum's Love

We can all remember a time as a child when we needed our mum's reassuring touch, but she couldn't be there: the first day of school, a bumped knee in the playground, a spelling test. When we send our children out into the world, we hope they carry our love with them and if there was anything we could do to remind our child of our love, we would do it in a heartbeat.

When you wash your children's clothes in new Downy Concentrate, you wash in the long-lasting freshness formula that will go on to remind them of your care and love, and give them confidence throughout the day – especially when they need it most.

Downy is the World's #1 fabric softener. Its unique formula contains perfume oils that penetrate deep into the fibres of fabrics releasing long lasting freshness throughout the day.

“When we send our children out into the world, we want them to know that even when far away from us, Mum is always there for them. Just the scent of home on fresh, soft clothes can give them a little extra boost of confidence,” says Downy Parenting Expert and mummy blogger Faith Mwaura.

Multiple benefits

In addition to offering fresher clothes all day long, Downy Concentrate's active softening agents make fibres softer and smoother, maintaining elasticity, lessening the incidence of creasing and making clothes easier to iron. The softening agents also leave a protective layer on the clothing fibres so that colours and fabric quality is maintained longer than when using detergent alone.

Downy is recommended by Ariel and because it is concentrated, you can wash up to 2.5 times more than with regular softener – you only need 20ml for hand wash and only 40ml if you use a washing machine.

Downy is available in all leading supermarkets in Kenya in four delightful scents – Valley Dew, Floral Breeze, Feel Romantic and Feel Relaxed – in 20ml sachets (for one wash), and 500 ml or 1 litre bottles. The recommended retail price is: Ksh15.00 for 20ml sachets, Ksh250.00 for 500ml and Ksh450.00 for 1L.

For more information visit: www.facebook.com/DownyKenya