

Laundry detergents & fabric softeners

- how bio-based they are

Green detergents **Conventional** **Green fabric softeners** **Conventional**



	Sodasan Organic Color Sensitive	Mulieres Natural Laundry Wash	Sonett Sensitive	Washlogi Organic laundry wash	Ecover Zero	Lilly's Eco Clean Liquid laundry detergent	Attitude Laundry detergent	Via Color Sensitive	Attitude Fabric softener	Lilly's Eco Clean Natural fabric softener	Grumme Lime Blossom fabric softener	Softlan Ultra Outdoor fresh
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Approx. price per wash (€)

	0,35	0,38	0,55	0,59	0,41	0,44	0,34	0,18	0,21	0,23	0,11	0,07
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How the product is marketed

	CO ₂ -neutral. 100% natural ingredients. Reduces environmental impact and climate change.	Natural, environment-friendly. 99,97% natural bio.	Pure plant tensides. 100% bio-degradable	Climate-neutral laundry detergent. Natural raw materials only.	With plant-based ingredients.	Plant-based tensides. Natural essential oils.	"Worry-free ingredients". Natural ingredients only, according to website.		"Worry-free ingredients". Natural ingredients only, according to website.	Natural fabric softener. A wonderful, plant-based softness for all your laundry.	"Plant-based" "With active plant-based ingredients"	
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LABORATORY ANALYSIS

Proportion of bio-based

■ Bio-based
■ Fossil-based



Comment

	Totally bio-based.	Totally bio-based.	Totally bio-based.	Almost totally bio-based.	Relatively high bio-based content.	Relatively high bio-based content.	Bio-based content lower than conventional laundry detergent.		Relatively high bio-based content.	No more bio-based than the conventional product.	Bio-based content lower than conventional laundry detergent.	
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