

ammonia, commonly found in household cleaners, is linked to higher risks of contracting emphysema, bronchitis, and asthma. good thing we don't have that.



Do no harm. Mrs. **MEYER'S**
CLEAN DAY

glycol solvents, commonly found in household cleaners, are linked to apoptosis, delayed development, and severe brain damage.
good thing we don't have those.

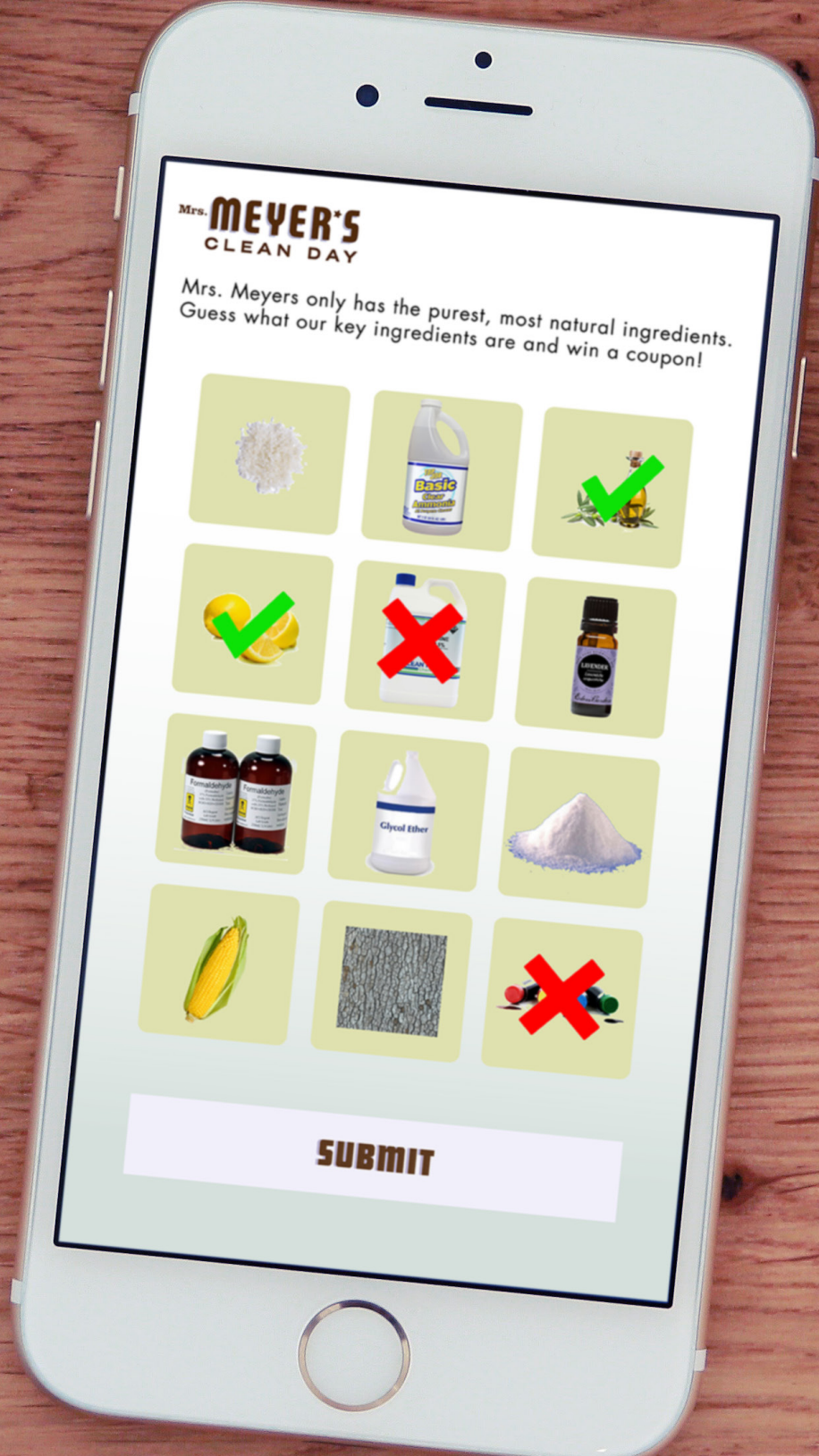


Do no harm. Mrs. **MEYER'S**
CLEAN DAY

chlorine, commonly found in household cleaners, is a carcinogen linked to higher risks of developing cirrhosis and liver disease.
good thing we don't have that.



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CLEAN DAY



INTERACTIVE MICROSITE: Customers can follow links from sponsored Facebook and Instagram ads to a mobile microsite where they can play a game that educates them on how Mrs. Meyers products have better, natural ingredients compared to other cleaning products. After playing game, customer will receive a coupon for a Mrs. Meyers product.

Fact no. 2

The average household contains about 62 toxic chemicals, say environmental experts.

Our products do not contain chlorine bleach, ammonia, petroleum distillates, parabens, phosphates or phthalates.

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INTERACTIVE STORE DISPLAY: An in-store display will allow shoppers to learn small fun facts about Mrs. Meyer's benefits over competing cleaning products while sampling the scents of the product line.