



# Get Clothes **Clean** And Save **Energy** By Using **Cold Water!**

## Clean Clothes

**Change temperature, not brand.** You don't need a special detergent to get your laundry clean in cold water. *Consumer Reports* gave these detergents high marks for cleaning in all temperatures.

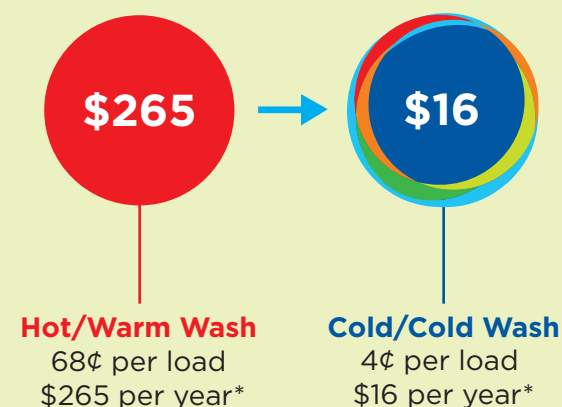
Detergent Brand	Price Per Load	Washer Model
Tide for Cold Water	18¢	Top-Load
Up & Up Ultra Concentrated (Target)	10¢	Top-Load
Tide Ultra plus Bleach*	23¢	Front-Load
Tide Pods	22¢	Front-Load
Sears Ultra Plus Concentrated 9879	13¢	Front-Load

\*Top-rated detergent overall

## Save Energy

**90% of the energy** used to wash a load of laundry goes to heating the water.

Source: ENERGY STAR®

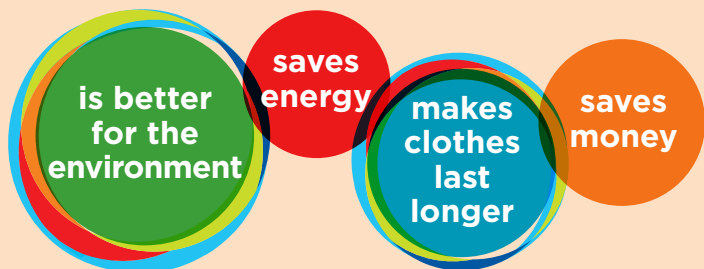


\*Based on average electricity costs and about 390 loads per year.

## Ask Your Neighbors

**Results from a recent survey** in your neighborhood found that:

- **Over 1/2** of your neighbors say they are using all or mostly **cold water** for their laundry.
- Those who wash in cold water feel strongly that it:



• “[I’ve] always [used cold water], that’s how we wash clothes in the Philippines. The clothes don’t fade and you save hot water.”

—*Hoby Gayle Cabalan, San Francisco*

• “[I’ve used cold water for] five years. If you want to reduce your energy bill use cold water to wash your clothes.”

—*Natasha Lowery, San Francisco*



Cool Is Clean  
and Clean Is Cool