



latest innovations

**One 14-oz. bottle of Ultra Dawn can help** save money and trips to the store by packing into a single bottle the cleaning power of two bottles of the leading 16-oz. non-concentrated brand. For Moms who are always looking to get more for their money, especially when it comes to everyday staples, Ultra Dawn really delivers.

**Ultra Dawn provides concentrated power that fights tough grease and gets dishes squeaky-clean:**

- Ultra Concentrated Dawn Dishwashing Liquid earned the SocialMoms Seal of Approval\* after a panel of tough, opinionated Moms tackled in-home dishwashing challenges using a minimal amount of product--just 5-10ml of concentrate.
- 9 out of 10 surveyed SocialMoms agree that Ultra Dawn is a great value.
- 93% of SocialMoms panelists would recommend Ultra Dawn to friends.
- Ultra Dawn Antibacterial Hand Soap helps fight germs on hands when used as a hand soap.



\* Ultra Concentrated Dawn participated in the SocialMoms Seal of Approval evaluation process, which involves underwriting a standardized, in-home research project developed by the SocialMoms team and executed by compensated members of the SocialMoms evaluation panel. Only products that meet SocialMoms acceptance criteria are awarded this seal.

## About Ultra Dawn Technology:

- Ultra Dawn contains double the grease-cleaning ingredients in every drop versus the leading non-concentrated brand.

## Availability:

Ultra Dawn is available now in Original, springtime smell of Apple Blossom® and invigorating Orange scents at mass merchandise, grocery and drugstores across the United States.



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