



The CARE cat's guide to sustainable washing

10 laundry CARE tips

1. **Only wash when needed.** Air garments between wears to reduce odour, particularly woollen items.
2. **Check the label.** Your clothes come with care instructions.
3. **Pre-treat stains** to avoid the need for harsher washing.
4. **Prepare your clothes** by closing zippers and turning items inside out. Use laundry bags for delicate knits, lingerie, or embellished items.
5. **Use the correct amount of detergent** based on the instructions on the packet, the size of the load, the level of soil, and the water hardness. Using too much detergent reduces the efficiency of the rinse cycle.
6. **Wash at a low temperature.** Most clothes can be washed at 30°C with modern enzyme detergents.
7. **Wash full loads**, but don't overstuff the drum.
8. **Use eco programmes** or everyday washing cycles to save energy without compromising performance.
9. **Avoid using fabric softener.** This can trap odours, reduce moisture wicking, and release unnecessary chemicals into wastewater. It can also irritate the skin.
10. **Skip the tumble dryer.** Air-drying saves energy and maintains the quality of the clothes. If tumble drying, spin well first and avoid over-drying to prevent fibre damage.

How to wash by hand: Dissolve a small amount of mild detergent in plenty of water (max. 40 °C). Gently agitate; do not rub, pull or wring out too hard. Rinse thoroughly, squeeze out the excess water and reshape. Wash coloured and delicate items quickly and do not leave them wet.

Fabric-specific tips for best results and lower impact

- **Wool:** Wash seldom, as airing can be used to refresh the garment in between washes. When washing, use a wool cycle with a gentle mechanical action at low temperature (check the label) and wool detergent. Avoid enzymes and bleach. Dry flat to retain shape.
- **Cotton/Linen/robust fibres:** Wash at 30–40 °C for everyday stains and 60 °C occasionally for whites, towels and bedding. Detergents containing oxygen bleach can help whiten items and reduce bacteria, viruses, and spores.
- **Polyester/Synthetics:** Wash at 30 °C. Synthetic materials absorb sweat odours more readily than natural fibres. To help control odour, occasionally wash at 40–60 °C or use oxygen bleach for materials that tolerate it.
- **Viscose/Acetate:** Wash gently at 30°C on a delicate cycle (check the label). Minimise mechanical action, avoid overloading the washing machine and do not wring out the garment, as viscose weakens when wet. Reshape while damp and air dry.
- **Silk:** Use a cool, gentle cycle or hand wash with a silk or wool detergent. Avoid bleach, long soaking, and wringing.
- **Mixed materials:** Wash according to the most delicate fibre in the garment.