



Over the past 12 months a small Sydney based company has stopped over **81,840kg** of dangerous chemical based laundry detergent being released into the environment. Due to the introduction to Australia of a powerful magnetic laundry system, it is estimated that a minimum of **175,956,000kg** of the toxic substance will be prevented from reaching our precious waterways just from the current amount of magnetic laundry systems currently being used in Australia today.

In most cases over 50% less water is used for every load of washing which is a major issue today and will continue to be so in the future. The wash water is not polluted with phosphates from detergent and can be used directly as "grey" on your lawn or gardens. Also by eliminating the rinse cycle, utility costs are significantly reduced. This will help lower greenhouse gas emissions.

The patented system consists of a set of coated, calibrated magnetic units that are placed inside the bowl of most washing machines, along with the clothing. Using a principle known as *magnetic hydrodynamics*, the molecules in ordinary water become aligned, enhancing the intrinsic solvent properties of the water itself, thereby providing an alternative to chemical detergents. Since no detergent is used, no rinse cycle is necessary. The water saving will be an added bonus to the environment and help the population during times of drought.

A major United States university has conducted independent tests which verify the authenticity of the substantial benefits to the environment.

Additionally, since no laundry detergent is used, the laundry is hypoallergenic benefiting persons suffering from allergies or chemical sensitivities. Annual savings can exceed \$330 using the system.

Says Craig Hull - Managing Director of Hot Off the Shelf Pty Limited

Hot Off the Shelf Pty Limited is an Australian company dedicated to providing innovative, environmentally friendly solutions and life-enhancing products.

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