

# Leading the Way in Natural Household Products for Over 25 Years

For more than 25 years, savvy consumers have trusted the natural cleaning power of Citra Solv's products, making us a leader in the natural products industry. But we know that past accomplishments aren't enough to guarantee future success, so we've got some exciting new changes & additions to our product line.



Our products are made from natural, plant-based ingredients, which are proven to perform as well as or better than leading national brands.\*

Our philosophy, "From our Home to Yours,"™ has helped inspire us to place our family of natural household cleaners under one roof: Home Solv. Still the same great products, the newly rebranded line is available in a variety of essential oil fragrances: Valencia Orange, Lavender Bergamot, Lemon Verbena and Mango Tangerine. And for those sensitive to even gentle aromas, we now offer new Free & Clear products.

It's all part of our efforts to offer our customers exactly what they want: high-quality cleaners that make short work of household chores, invigorating fragrances, attractive packaging, and products that don't harm the environment.

Our four product lines (Citra Solv cleaners and degreasers, Home Solv household cleaners, Air Scense air fresheners and Shadow Lake castile soaps), are all made from natural, plant-based ingredients and contain no synthetic fragrances, dyes, EDTA, phosphates or chlorine. Best of all, our natural products perform as well as or better than the leading national brands – independent lab tests prove it!\*



Keeping our brand as fresh and effective as our products was the goal of our recent collaboration with the American Express Project RE:BRAND program. Our partnership with this remarkable organization gave us access to its vast inventory of experts and resources. The Amex team presented us with the opportunity to unite our family of household cleaners under one roof with the brand name Home Solv. The new female-appealing brand and logo convey a trustworthy, family-run business that provides quality products we'd use in our own home. "From our home to yours."

## Online Cleaning Solutions

For years our products have been known for solving cleaning challenges. Our new brand name depicts just that: cleaning solutions for the home. In fact, we have developed an extensive "Cleaning Solutions" section on our website to support this positioning further. Based on our years of experience and knowledge, we've filled it with helpful cleaning tips, how-to videos, and a stain chart.

[citasolv.com/solutions.shtml](http://citasolv.com/solutions.shtml)



Citra Solv®  
Home Solv®  
Air Scense®  
Shadow Lake®

**citasolv, LLC.**

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\*Comparisons with leading national brands on a one-time test, using existing competitive products available at the time of testing. Testing performed by an independent outside laboratory. Results are believed to be representative, but may not be comprehensive of all materials under all conditions. Independent lab testing data available upon request.

\*\*Based on SPINS Natural Channel Data 52 week through 5/2012  
Home Solv Natural Enzyme Drain Cleaner (Citra Drain) also named BEST IN CATEGORY by a leading consumer reporting magazine.

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We're definitely people people; but we love our furry friends just as much. So naturally we only make products that are cruelty free.



Our products are made from renewable resources that have a minimum impact on our world—right down to the environmentally conscious packaging they come in.



We love connecting with our retailers! Join us on



# citasolv®

CLEAN. EFFECTIVE. NATURAL.



**citrasolv**<sup>®</sup>

**CONCENTRATED NATURAL CLEANER & DEGREASER**

The product that started it all! Customers can't get enough of this versatile citrus solvent. They love it for its hundreds of uses, its ability to clean even the toughest stains and its fresh orange fragrance. Now we're giving them a whole new reason to enjoy it: the beautifully delicate scent of Lavender Bergamot.

Available in both Valencia Orange and Lavender Bergamot  
 Sizes: 2 oz. 8 oz. 16 oz. 32 oz. 128 oz.

**NATURAL MULTI-PURPOSE CLEANER**

A great multi-purpose cleaner that's tough on grease and ideal for use on most surfaces. Now available in both our classic Valencia Orange scent and beautifully delicate Lavender Bergamot fragrance.

Available in both Valencia Orange and Lavender Bergamot  
 Size: 22 oz. trigger spray bottle

POWERFUL. CLEAN. NATURAL.



**NATURAL LAUNDRY DETERGENT – 2X CONCENTRATE**

Our Liquid Detergent is a 2X concentrated formula, making it lighter and more convenient for customers to carry and store. Plus, it's better for the environment, uses less packaging, and works as well as the leading national brand.\*

Available in Valencia Orange, Lavender Bergamot, and Free & Clear  
 Size: 50 oz.



**homesolv**<sup>®</sup>

**NATURAL WINDOW & GLASS CLEANER**

An extraordinary streak-free window and glass cleaner. Real citrus extracts and vinegar for superior shine and better cleaning.

Valencia Orange  
 Size: 32 oz. trigger spray bottle

**NATURAL WOOD & FURNITURE POLISH**

Using the power of real orange oil, this premium quality polish protects, preserves and beautifies natural wood surfaces — without using petroleum distillates.

Valencia Orange  
 Size: 8 oz. pump spray bottle

**NATURAL DISH SOAP LIQUID**

Now available in four luscious, enticing fragrances, plus our new Free & Clear formula! Our natural dish soap still makes quick work of grease and baked-on foods, leaving dishes, flatware, and pots and pans clean and streak-free.

Available in Valencia Orange, Lavender Bergamot, Lemon Verbena, Mango Tangerine, and Free & Clear  
 Size: 25 oz.

**AUTOMATIC DISHWASHING DETERGENT – PAC**

Our pure, all-in-one Free & Clear detergent leaves dishes spotless. Phosphate and chlorine free.

Free & Clear  
 Size: 20 pacs ea.

**AUTOMATIC DISHWASHING DETERGENT – POWDER**

Better than ever! Our reformulated, all-in-one powder now includes a built-in rinse aid for a spotless shine. Customers get the same sparkling results they'd see from the leading national brand,\* but with a sunny Valencia Orange fragrance. Phosphate and chlorine free.

Valencia Orange  
 Size: 45 oz.



**NATURAL STAIN & ODOR REMOVER**

Using the same technology as our Natural Drain Build-up Remover, this Stain & Odor Remover lets natural enzymes attack organic substances, like pet stains, blood, urine and more. Leaves nothing behind but a hint of citrus fragrance.

Valencia Orange, Size: 22 oz.

**NATURAL DRAIN BUILD-UP REMOVER**

We're the leader in the natural products industry for one reason: We know what works. We put the power of natural enzymes to work to safely eliminate grease, oil, soap residue and more, so pipes keep flowing freely. Leaves behind a hint of citrus fragrance.

Valencia Orange, Sizes: 22 oz. 64 oz.

Rated #1\*\*



#1 Selling in Natural



**Air Scense**<sup>®</sup> **Shadow Lake**<sup>®</sup>

**NATURAL AIR "REFRESHERS"**

Called "the best air fresheners ever," Air Scense includes only the finest essential oils and plant extracts. The natural ingredients in Air Scense actually neutralize odors, rather than just masking them, leaving a refreshing, fresh aroma. Best of all, it only takes a little Air Scense for a lot of aromatherapy: one can holds up to 3,000 sprays!

Available in Orange, Lavender, Lime, and Vanilla  
 Size: 7 oz. non-aerosol pump-spray

**NATURAL CASTILE SOAP**

Made with essential oils and organic Aloe Vera and Olive Oil. The art of traditional soap-making has been revived in a line of general-purpose, personal care soaps that refresh and rejuvenate the user. Completely biodegradable and environmentally responsible — even for use outdoors!

Available in Peppermint Leaf, Fresh Ginger, Vanilla Almond, and Eucalyptus Spearmint  
 Size: 16 oz.

FRAGRANT. FRESH. NATURAL.