



FAST FACTS ABOUT LDC®

LCD: GNLD's Gentle Cleaner

GNLD's LDC is the mildest, most versatile household cleaner available today. It can be used to wash dishes, hand-washable lingerie, sweaters, kitchen counters, stove tops, refrigerators, and many other soiled surfaces. The key to LDC's powerful cleansing action is its very concentrated surfactant system.

Three Active Surfactants

Three surfactants are combined to form a high foaming, mild detergent system with excellent cleaning capabilities. The highly-concentrated system also allows LDC to be diluted with water 3-to-1, or more for some jobs, and still act as a very effective cleaner.

Unique Triple-Action Formula

The three surfactants are a class of chemicals known as "surface-active agents". This group of chemicals acts as emulsifiers, solubilizers and wetting compounds. The surfactant molecule has an oil-soluble (hydrophobic) portion at one end and a water soluble (hydrophilic) portion at the other end. This enables the surfactant to surround the oil and have its hydrophobic portion in the oil and its hydrophilic portion in the water. With this arrangement, the surfactant can suspend oil in water, which is called emulsification.

These surfactants are not only excellent emulsifiers, they also reduce the surface tension of water. Surface tension is the reluctance of water molecules to break apart, and is the reason water forms beads on hard surfaces and allows small soil particles, fabric or string to remain on the surface of the water. Surfactants dramatically reduce the surface tension of water, allowing the "wetter water" to penetrate fabric and spread evenly on hard surfaces.

Reduces Surface Tension

The reduction of surface tension enables diluted solutions of LDC to penetrate soils on hard surfaces and in fabrics. When the diluted LDC has penetrated the soils, it begins to emulsify and solubilize the soil. With some mechanical action, such as washing dishes, scrubbing fabric, etc., the soil is lifted off the surface and emulsified or solubilized in the wash water.

LDC's voluminous foam is an indication of its activity. As LDC emulsifies and suspends increasing quantities of soil in water, the foam will eventually disappear. At this point, all of LDC's surfactants are working in the solution to suspend soil in the wash water.

Completely Biodegradable

All of the surfactants in LDC are biodegradable, which means that they are broken down by natural biological action. This capability helps to eliminate suds and foaming problems in our lakes and streams. It does not harm septic tanks, sewage disposal systems or water treatment plants.

Completely Water-Soluble

LDC has a pH of 7.00 and is completely water-soluble. It rinses away completely, leaving no soapy film. Use it to wash your car's windows or your walls and woodwork. With no rinsing or buffing, surfaces will dry free of annoying films and streaks.

Turn LDC's detergent action loose on tough jobs too! Its quick-acting surfactants lift off burnt-on food on pots and pans, opens drains, and even help your weed killer penetrate the ground faster.

Even with all its power, LDC is still gentle on your hands, safe for your family's world.

Why GNLD LDC?

- **Completely free-rinsing.**
- **Digs out dirt.**
- **Gentle** enough for fine fabrics, personal care.
- **Economical:** dilute for months of household use.
- **Versatile:** cleans your house, laundry and automobile.
- **Phosphate-free.**
- **Biodegradable.**
- **Makes water "wetter"** and penetrates grease.



How to Use LDC

Since LDC is concentrated, for best results, dilute before using. Start with 1 part LDC and 5 parts water (5-to-1). This ratio may need to be increased if you desire more sudsing, and may vary according to water hardness. Begin with 1 part LDC and 3 parts water (3-to-1) in hard water locations. Store mix in a spray bottle. Use as a hand cleaner, make-up remover, jewelry cleaner, or to clean the chrome on cars. Use it in the kitchen and bathroom for paneled walls and filters on stove hoods or anyplace you have a cleaning need.

Use LDC in a 3 to 1 Mixture to Clean:

Dirty dishes: Use one "healthy" squirt of LDC under the force of running water to make plenty of bubbles. In hard water, you may need to use a little more. Dishes drain spotless. LDC is mild to your hands. You need no rubber gloves. LDC holds grease in suspension and floats it down the drain, eliminating the use a gritty abrasive cleansers.

Fruits & vegetables: Fill your sink and add 3 to 4 drops of LDC to water. Let the fresh vegetables and fruits soak in this solution for a few minutes. The LDC will suspend all of the crop oils and insecticides in the water. Rinse thoroughly with fresh water, dry and store normally.

Hand cleaner: Before starting housework, rub LDC into your hands like a lotion. It protects your hands so the grease doesn't get into pores. When you're ready to clean your hands, squirt some of this mixture into your hands and rub them together to loosen the dirt and grease. Wipe off with a towel.

Kitchen: Appliances, refrigerators, stoves: Spray or wipe on with damp cloth, wipe dry. Excellent for cleaning and polishing.

Laundry: Makes hard water soft. Adds penetration power to water so tough grease, tar or wax stains may easily be removed. LDC is often the only chemical that will remove the stains from wash-and-wear fabrics. Spray on stains and wash normally.

Other Uses:

Hand washables: Use cold water and add 1/2 capful of LDC to sink or tub. Let soak. Rinse well. LDC is effective on nylon, rayon, cotton, polyester and other synthetics, including Lycra® and Spandex®.

Sinks & tubs: If you use LDC, you will never have to use a gritty cleanser again. Use mixing bottle, 3 parts water, 1 part LDC.

Computer/typewriter keys: Turn off computer/typewriter if applicable. Saturate cloth with solution of 1 part LDC, 1 part water. Wring out cloth and wipe off keys, leaving them shiny clean.

Wallpaper removal: Use 3-4 capfuls LDC with 1-1/2 gallons HOT water. Apply with a sponge. Let soak. Scrape off with putty knife.

Weed spraying: Mix 1 capful of LDC in a quart jar with weed killer and spray weeds. The LDC helps to penetrate the ground more deeply and carry weed killer to the roots.

Windows: Use a few drops of LDC mix to 16 fl. oz. of water in a spray bottle.

Vehicles: Add 1/2 cup full-strength to radiator and leave in system. LDC acts as a cleaner and lubricant.

Woodwork & walls: For mild cleaning, use a small amount of LDC mix on wet sponge. LDC can be used on all washable materials. It will not remove paint unless water alone will remove it. Test painted surfaces with water first.

General Purpose Cleaner for Home and Shop
CONCENTRATED AND ECONOMICAL • FREE-RINSING FORMULA

Strong enough to be effective in both hot OR cold water, yet gentle and safe on hands, LDC combines three complimentary cleaning agents, to easily tackle jobs from the kitchen sink to the workbench. Environmentally friendly LDC rinses easily to make short work of daily cleaning chores. Simply dilute with plain water and make versatile LDC the first cleaner you reach for.

DIRECTIONS FOR USE
GENERAL CLEANING: Start with **1 part LDC and 5 parts water**. This ratio may need to be increased if you desire more sudsing and depending on water hardness. Begin with **1 part LDC and 3 parts water** in hard water locations. Store mix in squirt bottle.
IN THE KITCHEN: Small amount of mix on wet sponge for kitchen surfaces. Just a squirt cleans a sink full of dishes, pots and pans, glassware, flatware, and ceramics.
IN THE LAUNDRY: For hand-washing delicate fabrics, synthetics, knitwear and woolsens, linen and fine cottons use 1/2 capful of LDC in a sink full of cool water. Agitate and work gently through fabric. Rinse twice and allow to air dry. Pre-treat spots and stains with LDC and then do laundry as normal. Excellent for wash and wear fabrics.
AROUND THE HOME: Small amount of mix on wet sponge for walls, woodwork, vinyl, formica, appliances, bathroom fixtures, and tile. For windows and mirrors just a few drops per 16 fl oz/500 ml of water.
IN THE WORKSHOP: Automobiles, boats, awnings, outdoor furniture: **dilute 1 part mix with 10 parts water** (2 fl oz per gal/16 ml per L) in a bucket. For greasy hands, put a few drops on wet hands, rub together and rinse off.

CAUTION: KEEP THIS AND ALL CLEANERS OUT OF THE REACH OF CHILDREN
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