

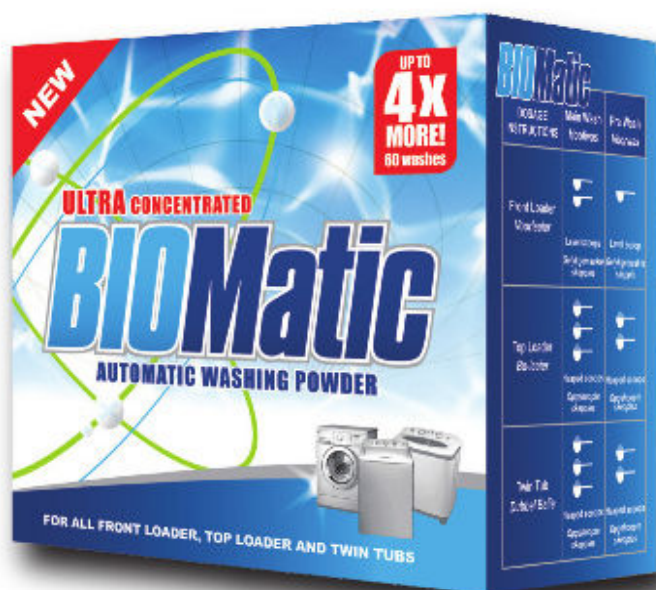
ULTRA CONCENTRATED

BIOMatic

AUTOMATIC WASHING POWDER

**NOTHING LESS THAN
4X MORE!**

Compared to other normal washing powders



SAVE 50% On your washing powder
and clean your washing machine at the same time!

What BIOMatic can do for you...

✔ Saves you 50%

With BIOMatic Ultra you only use two tiny scoops (25g) for 5 kilograms of washing; compared to a cup (100g) of normal washing powder.



1,5 kg BIOMatic gives you up to 60 washes which is **4X MORE** for about R75. Normal washing powder you only get 10 washes per kg - so this 1,5 kg box is equal to 6 kg's of normal washing powder which costs you (R130-R190)



✔ Recommended for All Washing Machines

Recommended for all makes of front, top loader and twin tub washing machines by Early Bird services.

✔ Ideal for Handwash & Stain Removal

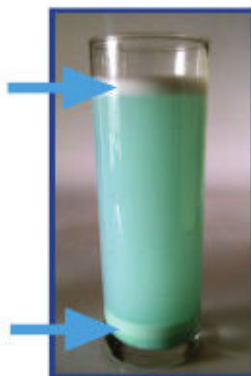
Ideal for handwash - Does the washing while you sleep, no more rubbing and scrubbing, save your clothes and time! BIOMatic contains BIO enzymes that remove ingrained dirt with no effort. Just soak overnight with only two scoops of BIOMatic in 30 litres of water.

Apply a wet paste of BIOMatic to remove all kinds of stains like; ink, wine, mud, grass, oil, fat, grease, food, blood, it even removes stains from your carpet!

✔ Cleans your machine

The Scum Test

Most washing powders do not dissolve in water. Take a glass of water and six teaspoons of your washing powder and stir as long as you like. This "scum" builds up in your clothes making them grey over time. It also builds up in your washing machine. However, BIOMatic dissolves mostly in water and cleans your machine while it washes your clothes.



A Normal washing powder

BIOMatic

B

BIOMatic not only removes the "scum", but also keeps your washing machine clean, ensuring a cleaner machine for a cleaner wash. We took a washing machine apart that was using a normal washing powder. As you can see in **A** it was full of scum. We then boiled out the machine with BIOMatic, **B** shows the scum that came out.



Washing machine outer drum before boil out filled with scum

Scum collected in a sock during a boil out with BIOMatic

BIOMatic

BRAND	EL SCORE (out of 20)	Environment	Animals	People	Politics	+ve														
		Environmental Reporting	Nuclear Power	Climate Change	Pollution & Toxics	Habitats & Resources	Animal Testing	Factory Farming	Other Animal Rights	Human Rights	Workers' Rights	Supply Chain Management	Irresponsible Marketing	Armaments	Genetic Engineering	Boycott Call	Political Activity	Anti-Social Finance	Company Ethos	Product Sustainability
Biomatic Concentrated	14	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Exello	13	■	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Maq Auto	12	■	✓	✓	✓	✓	✓	✓	✓	✓	✓	■	✓	✓	✓	✓	✓	✓	✓	✓
EcoSoft	9.5	■	✓	●	✓	●	■	✓	✓	●	✓	■	✓	✓	✓	✓	✓	✓	✓	✓
BioClassic	9	■	✓	●	✓	●	✓	✓	✓	●	●	■	✓	✓	●	✓	✓	●	✓	✓
Pick n Pay Automatic	8.5	●	✓	●	✓	●	■	■	■	●	✓	■	✓	✓	●	✓	✓	✓	✓	✓
WW EarthFriendly Liquid	8.5	✓	✓	●	✓	●	■	■	■	●	✓	■	✓	✓	●	✓	✓	●	1	✓
WW Regular Auto	7.5	✓	✓	●	✓	●	■	■	■	●	✓	■	✓	✓	●	✓	✓	●	1	✓
WW SA Oxygen Auto	7.5	✓	✓	●	✓	●	■	■	■	●	✓	■	✓	✓	●	✓	✓	●	1	✓
Housebrand Auto	6.5	■	✓	●	✓	●	■	■	■	●	●	■	✓	✓	●	✓	✓	✓	1	✓
Omo	1	✓	✓	●	■	■	■	■	■	■	■	■	●	✓	■	■	■	■	1	✓
Skip Auto	1	✓	✓	●	■	■	■	■	■	■	■	■	●	✓	■	■	■	■	1	✓
Sunlight	1	✓	✓	●	■	■	■	■	■	■	■	■	●	✓	■	■	■	■	1	✓
Surf	1	✓	✓	●	■	■	■	■	■	■	■	■	●	✓	■	■	■	■	1	✓

USING THE TABLES

EL SCORE: the higher the score, the better the company across the criticism categories.

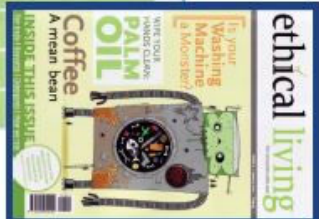
■ bottom rating ● middle rating ✓ top rating (no criticisms)

POSITIVE RATINGS (+VE):
 Company Ethos: ★ full mark ☆ half mark
 Product Sustainability: Maximum of five positive marks

COMPANY GROUP

Lion Consumer Brands
Exello Chemicals
Bliss Chemicals
Incolabs
Tiger Brands Limited
Pick n Pay Holdings Limited
Woolworths Holdings
Woolworths Holdings
Woolworths Holdings
Shoprite Holdings Limited
Unilever
Unilever
Unilever
Unilever

Ethical Living Magazine took the 14 major detergents in South Africa and rated them. BIOMatic got 14 out of 20 versus the lowest rated brands at only 1 out of 20. Take a look how your brand scored. The red square is the bottom rating. The red dot is middle rating. The green tick is the top rating



Ethical Living recommends BIOMatic!
 See where your detergent stands...

Testimonials

"I just thought you should know that BIOMatic is a winner.."

Ange De Figueiredo, Johannesburg

"The results have amazed me. The washing from BIOMatic is cleaner than my normal washing, the fragrance is delightful and above all I now use half of the powder I used before"

Jacqueline Jennings, Johannesburg

"...when washing big things such as duvets, blankets and curtains, I don't have that "muck" left on the items..."

Carla Da Costa, Johannesburg

"It was not long before the eczema started clearing and we could now relax.."

Penny Smith, Capetown

5 kg- 200 washes

1 kg - 40 washes



100 g - 4 washes

1.5 kg- 60 washes

Business Opportunity

If you are looking for an opportunity to build your very own business from home by selling this fantastic product, then you are welcome to join us.

Contact your local Agent or Retailer

Tel : 086 085 5555

www.LionBrands.co.za

