

**How would you like to save 50 % on
your washing powder bill every month**

And

**Have your washing powder clean your
washing machine, while it washes your
clothes?**



BIOMATIC - ULTRA CONCENTRATED WASHING POWDER



Recommended for All makes and types of washing machines and for hand washing

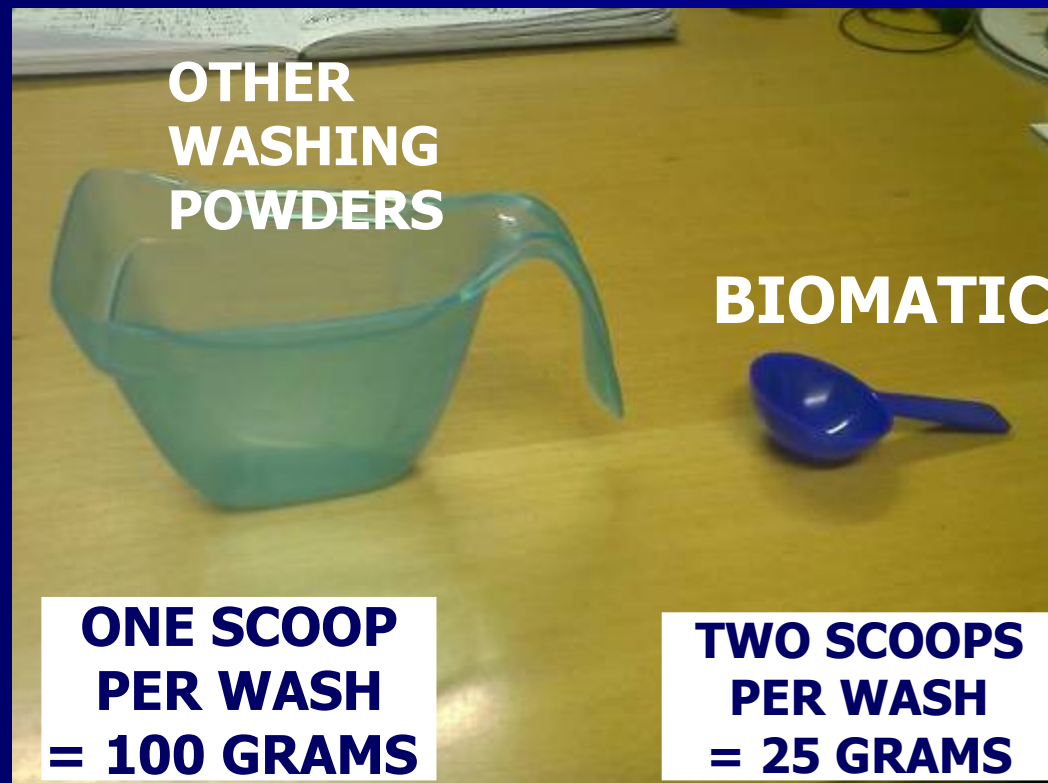
Ideal for cold and hot wash

Cares for your money, by ensuring upto

4 X MORE

Yes, four times more washes than other washing powders.

COMPARE THE SCOOPS



COMPARE THE WASHES

**OVER
50 %
SAVING**

R65.00

1.5 KG = 60 WASHES



=

R130 TO R190

6 KG

60 WASHES

**OTHER
WASHING
POWDERS**

COMPARE THE WASHES

Most other washing powders use 100 grams per wash.

BIOMatic only uses 25 grams per wash.

This means normal washing powders only give you 20 washes per 2 kg. BIOMatic gives you 60 washes per 1.5 kg.

BIOMatic 1.5 kg gives you up to 60, washes (5kg loads) and only costs you R65.00

If you compare your washing powder that you buy now.

Lets say your 2kg of washing powder now costs R50 – R60. You now need 3 X 2 KG's to give you the 60 washes that the 1.5 kg of BIOMatic gives you. This will cost your R150-R180.

Now you can see your save 50% and even more



COMPARE THE WASHES

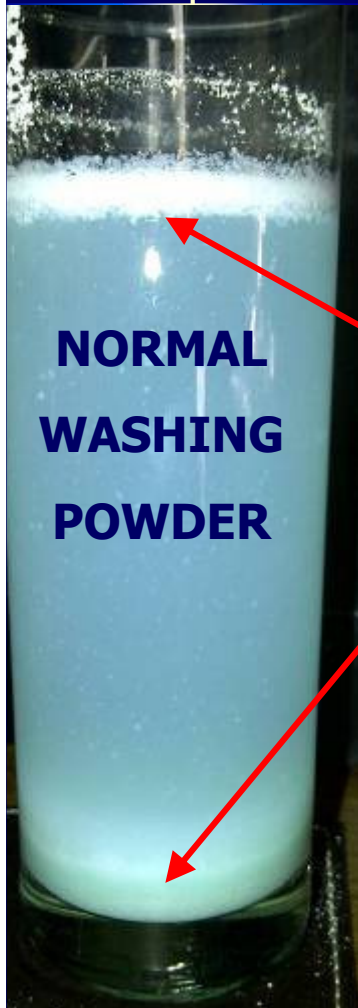
**So when you buy 1.5 kg of BIOMatic
you save a whopping R85 – R115!!!**

**BIOMatic's formula contains no bleaches and
chemicals that will damage your clothes.**

BIOMatic takes care of your money and your clothes



CARES FOR YOUR WASHING MACHINE



**NORMAL
WASHING
POWDER**

Most washing Powders today do not dissolve in water. As you can see in this "scum test". You can take a glass of water and six spoons of your washing powder and stir as long as you like.

This "scum" builds up in your clothes making them grey over time, in the dispenser drawer, outer drum and pipes of your washing machine.

BIOMatic however dissolves mostly in water and cleans your machine.

BIOMatic removes the "scum from your drum".



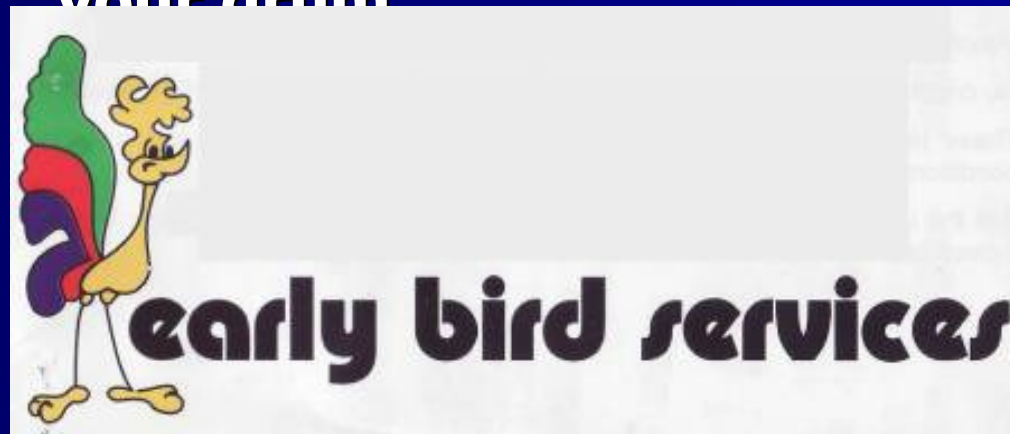
**BIOMATIC
WASHING
POWDER**

CARES FOR YOUR WASHING MACHINE

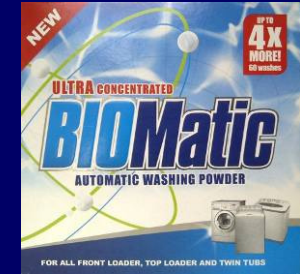


BIOMatic is recommended for all makes of washing machines by Early Bird services.

BIOMatic removes the "scum from your drum"



CARES FOR YOUR WASHING MACHINE



We took a washing machine apart that was using a normal washing powder, as you can see the outer drum, which you do not normally, see was full of "SCUM".

This "SCUM" is made up of dirt, fabric softener and the "SCUM" from normal detergents

WASHING MACHINE OUTER DRUM BEFORE BOIL OUT



CARES FOR YOUR WASHING MACHINE



We then took 2 heaped scoops of BIOMatic and did a boil out on the longest hottest cycle with a sock on the outlet pipe.

You can see all the scum that was removed from the washing machine in the sock



CARES FOR YOUR WASHING MACHINE



Imagine what this scum build up does to your machine over a long time?

You might of noticed the following:

- Black specs on your clothes from time to time**
- White specs on your clothes from time to time**

This is all a result of the scum build up in your washing machine.

It is like "cholesterol" in your machine

CARES FOR YOUR WASHING MACHINE



BIOMatic not only removes the "scum" from your drum.

BIOMatic keeps your washing machine clean ensuring a cleaner machine for a cleaner wash.

BIOMATIC - HAND WASH DOES THE WORK FOR YOU

**BIOMATIC, NEW GENERATION
WASHING POWDER DOES YOUR
WASHING WHILE YOU SLEEP**

**Just soak overnight with only two
scoops of BIOMatic in 30 litres of
water**

The next morning;

**The washing is clean and the water is
dirty!**



BIOMATIC - HAND WASH DOES THE WORK FOR YOU



**Only 2 scoops per 5kg load of
washing**

BIOMATIC - HAND WASH DOES THE WORK FOR YOU

BIOMatic contains BIO enzymes that remove ingrained dirt, with no effort.

With old style high foam washing powder you need lots of foam to rub and scrub.

Now new generation BIOMatic cleans your clothes without foam and rubbing & scrubbing

**FOAM = RUBBING AND SCRUBBING
FOAM = WORK**

BIOMatic saves you all the work



BIOMATIC – HAND WASH DOES THE WORK FOR YOU

BIOMatic saves your valuable clothes from fabric damage, caused by all the rubbing and scrubbing with high foam washing powders; therefore your clothes will last longer

FOAM = FABRIC DAMAGE !!!

It keeps your clothes original colours longer

It also helps keep your clothes shape for longer too

No more irritation of arthritis from washing clothes by hand

BIOMATIC STAIN REMOVER

BIOMatic contains BIO enzymes that remove ingrained dirt, with no effort.

BIOMatic removes tough stains like; fat, koki, beetroot, mud, oil, tomato sauce, grease, blood stains.....



BIOMATIC STAIN REMOVER

BEFORE

AFTER



Wow Testimonials

“My husband started having a HUGE reaction to the other washing powders. A massive eczema appeared on his buttocks and he was scratching constantly ~

“Anyway I decided to follow the sweet old ladies advice and bite the bullet and try BIOMatic. It was not long and the eczema started clearing and we could now relax and not go out and buy new underpants the whole time...”

Penny Smith, Capetown



Wow Testimonials

“...What a refreshing change to actually find something that actually works. I will be telling all my friends about your product.

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

I’m glad I made the right choice, the inside of my machine is even brighter...”

Ange de Figueiredo, Johannesburg



Wow Testimonials

“..my whites are nice and white.... my favourite benefit; is that my machine is always clean; as it works on my machine while it's doing my washing”

Salaminah Dikeledi

Johannesburg



Wow Testimonials

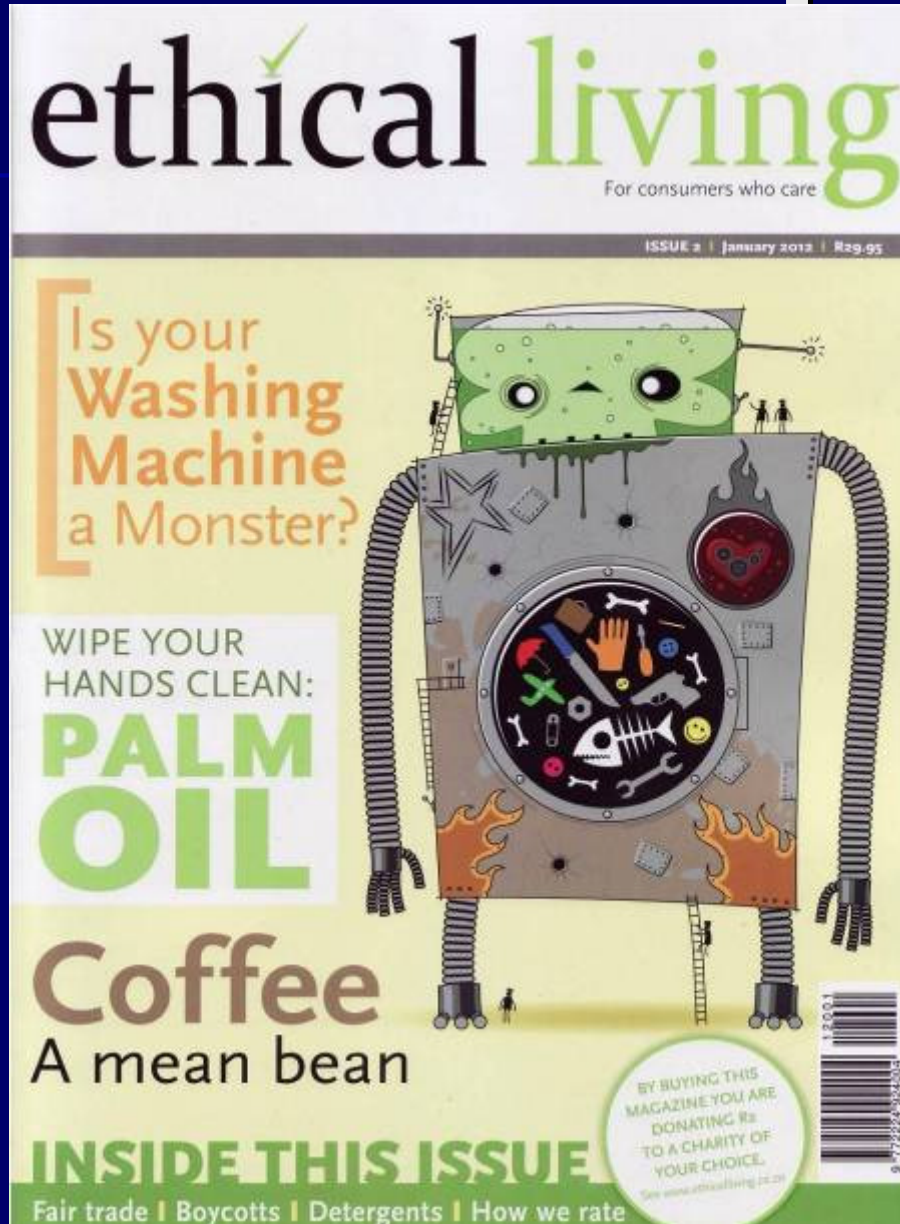
"I am the owner of Jax Place Guest House accredited with 4 stars and 21 rooms..."

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

Jacqueline Jennings
Jax Place, Edenvale



BIOMATIC – Top Rated



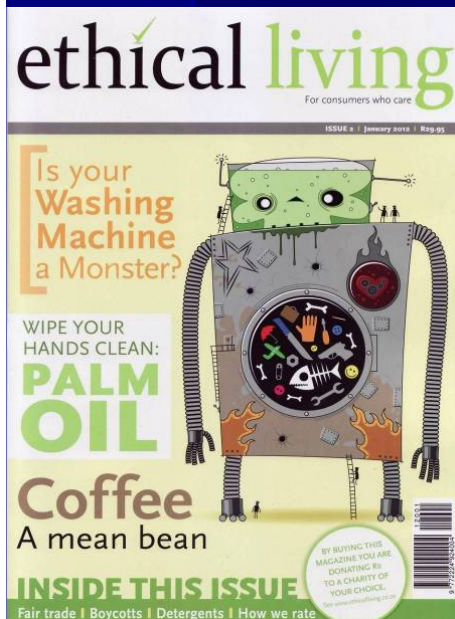
BIOMATIC – Top Rated

By Ethical Living Magazine:

Is a totally independent consumer magazine that originates in the UK.

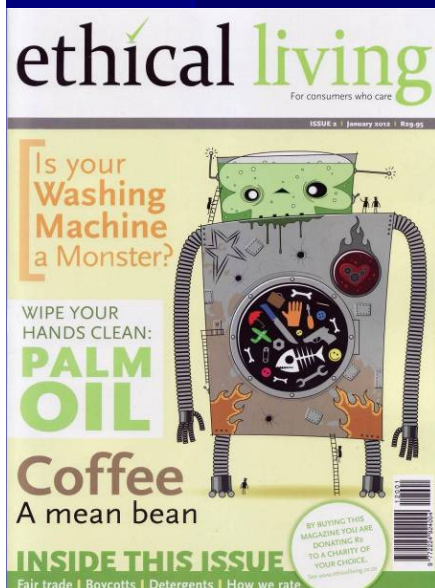
"Behind the magazine is Ethical Living Pty Ltd and its sister organisation Ethical Consumer (UK), an alternative lifestyle organisation

Ethical Living Magazine offers consumers vital information on ethical living, from the most eco-friendly products to the latest news on human rights, animal rights etc



BIOMATIC – Top Rated

Ethical Living Magazine took the 14 major detergents in South Africa and rated them in 17 different categories



BIOMATIC – Top Rated

17 Categories of Ethical Measurements

Environmental reporting

Nuclear Power

Pollution

Climate Change

Pollution & Toxics

Habitats and 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



Best rating in South Africa

BIOMatic got 14 out of 20 versus the lowest rated brands at only 1 out of 20 points

BRAND	EL SCORE (out of 20)	Environment			Animals				People				Company Ethos	Product Sustainability	Company Group			
		Environmental Reporting	Renewable Power	Climate Change	Pollution & Toxics	Habitats & Resources	Animal Testing	Factory Farming	Other Animal Rights	Human Rights	Workers' Rights	Supply Chain Management				Irresponsible Marketing	Arms	Genetic Engineering
Biomatic Concentrated	14	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Lion Consumer Brands
Exello	13	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Exello Chemicals
Maq Auto	12	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Bliss Chemicals
EcoSoft	9.5	✓	✓	●	✓	●	■	✓	●	✓	■	✓	✓	✓	✓	✓	✓	Incolabs
BioClassic	9	✓	✓	●	✓	●	■	✓	●	●	■	✓	✓	✓	✓	●	✓	Tiger Brands Limited
Pick n Pay Automatic	8.5	●	✓	●	✓	●	■	■	●	✓	■	✓	✓	✓	✓	✓	✓	Pick n Pay Holdings Limited
WW EarthFriendly Liquid	8.5	✓	✓	●	✓	●	■	■	●	✓	■	✓	✓	✓	✓	●	1	Woolworths Holdings
WW Regular Auto	7.5	✓	✓	●	✓	●	■	■	●	✓	■	✓	✓	✓	✓	●	1	Woolworths Holdings
WW SA Oxygen Auto	7.5	✓	✓	●	✓	●	■	■	●	✓	■	✓	✓	✓	✓	●	1	Woolworths Holdings
Housebrand Auto	6.5	✓	✓	●	✓	●	■	■	●	✓	■	✓	✓	✓	✓	✓	1	Shoprite Holdings Limited
Omo	1	✓	✓	●	■	■	■	■	■	■	■	●	✓	■	■	■	1	Unilever
Skip Auto	1	✓	✓	●	■	■	■	■	■	■	■	●	✓	■	■	■	1	Unilever
Sunlight	1	✓	✓	●	■	■	■	■	■	■	■	●	✓	■	■	■	1	Unilever
Surf	1	✓	✓	●	■	■	■	■	■	■	■	●	✓	■	■	■	1	Unilever

Ethical Living F

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

Where does your detergent feature in this survey ?

BRAND	EL SCORE (out of 20)	Environment		Animals			People				Politics			+ve		COMPANY GROUP				
		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
Biomatic Concentrated	14	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Lion Consumer Brands
Exello	13	■	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Exello Chemicals
Maq Auto	12	■	✓	✓	✓	✓	✓	✓	✓	✓	■	✓	✓	✓	✓	✓	✓	✓	✓	Bliss Chemicals
EcoSoft	9.5	■	✓	●	✓	●	■	✓	✓	●	✓	■	✓	✓	✓	✓	✓	✓	✓	Incolabs
BioClassic	9	■	✓	●	✓	●	✓	✓	●	●	■	✓	✓	●	✓	✓	✓	●	✓	Tiger Brands Limited
Pick n Pay Automatic	8.5	●	✓	●	✓	●	■	■	■	●	✓	✓	✓	●	✓	✓	✓	✓	✓	Pick n Pay Holdings Limited
WW EarthFriendly Liquid	8.5	✓	✓	●	✓	●	■	■	■	●	■	✓	✓	●	✓	✓	✓	●	1	Woolworths Holdings
WW Regular Auto	7.5	✓	✓	●	✓	●	■	■	■	●	■	✓	✓	●	✓	✓	✓	●	1	Woolworths Holdings
WW SA Oxygen Auto	7.5	✓	✓	●	✓	●	■	■	■	●	■	✓	✓	●	✓	✓	✓	●	1	Woolworths Holdings
Housebrand Auto	6.5	■	✓	●	✓	●	■	■	■	●	■	✓	✓	●	✓	✓	✓	✓	✓	Shoprite Holdings Limited
Omo	1	✓	✓	●	■	■	■	■	■	■	■	●	✓	■	■	■	■	■	■	Unilever
Skip Auto	1	✓	✓	●	■	■	■	■	■	■	■	●	✓	■	■	■	■	■	■	Unilever
Sunlight	1	✓	✓	●	■	■	■	■	■	■	■	●	✓	■	■	■	■	■	■	Unilever
Surf	1	✓	✓	●	■	■	■	■	■	■	■	●	✓	■	■	■	■	■	■	Unilever

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

GO WITH THE

ETHICAL CHOICE



ETHICAL LIVING RECOMMENDS



BIOMATIC - Prices



5 KG bucket

R210.00 =

200 washes



1.5 KG Box

R65.00 =

60 washes



1 KG Refill

R48.50 =

40 washes



100 g sachet

R7.00 =

4 washes

Contact us today

www.lionbrands.co.za