**Is Your Laundry Detergent Actually Making Your Clothes Dirtier?**

**The secret the detergent companies don’t want you to know**

Quick, if you were asked to name a laundry detergent, what would you answer? For the majority of people Tide probably comes to the top of their head. It’s been a trusted consumer brand for decades. But what if we told you that’s just the problem? Tide was first introduced to the world in 1946 – and its formula hasn’t changed much since then, but the clothes we’re wearing have.

Take the growing trend of athleisure. Most of those clothes, everything from yoga pants to stretch jeans to running clothes to zip shorts are now made up of what are called technical fabrics, the same fabrics used by most professional athletes. By our estimations, more than 60% of what people wash today are made up of these synthetic or performance fabrics as compared to the more traditional cotton or linen blends. These fabrics are great for comfortable wear as the stretch, move, and breathe, but also are more difficult to clean.

Here’s the problem. We’ve been conditioned to think clean means smelling good. That’s why many laundry detergents are oversaturated with fragrances. But these fragrances are actually harmful, because they’re masking an odor, one that is actually caused not by sweat, but by bacteria.

Traditional detergents were designed to clean using synthetic petrochemicals that are hard on your skin, your clothes, and the environment. But now, one new laundry detergent is trying to disrupt the entire laundry sector. HEX Performance Detergent deep cleans your laundry to get to the root of the odor and destroy it, not just mask it.

However, HEX creator, Drew Westervelt, knew there had to be a different and better way to clean, even the hardest stains and odors. And as a former pro athlete, he knew about sweaty clothes. Drew assembled a team of chemists and went to work to break down the science behind sweat that would provide an innovative solution to even the toughest odors.

HEX is truly innovative to the laundry aisle.  It is actually made to battle today’s laundry problems.  Its technology and makeup is completely different than any other product you’ll see in the laundry aisle.  HEX cleans and protects today’s fabrics and all laundry from sweat, stains and odor causing bacteria.  It is clear, biodegradable, has no dyes or fillers, and can clean with or without a fragrance.

It’s not just HEX making these claims. Independent, third party, scientific testing has actually backed this product. The International Antimicrobial Council (IAC) dirtied three workout shirts and then washed them five times. They compared the shirts washed with HEX to shirts washed with other well-known, standard detergents. The findings showed that with traditional detergent, the odors not only lingered, but grew, while with Hex they decreased dramatically.

HEX isn’t just getting rid of bacteria and odor. It also rises to the top as a cleaner. Sterling Laboratories conducted their own test, between HEX and three other traditional detergents to see which detergent was able to get rid of unwanted grime and stains. HEX Performance Advanced Laundry Detergent was determined to deliver the best clean, getting rid of stains including oil, clay, grass, and even blood.

It’s not just the product that we were concerned about, but the packaging as well. I wanted to offer HEX customers a truly unique experience. Rather than use the typical large plastic bottle typical of standard laundry detergents, we found a recyclable bag with a tap, similar to a wine bag. This makes the product easier to use and reduces the impact of our packaging.

Most people are hesitant to change up their laundry routines as they’re used to doing something one way. Maybe you even have memories of your parents or grandparents using the same detergent you now use. Certainly no one travels the grocery laundry aisle actively hunting for the best detergent.

We’ve been traveling to gyms and sports games where our target audience is and handing out free samples. Customers are often skeptical at first, but they come back, sold on the product.  We know that once people find us and try us the product delivers and we guarantee our consumers will not be disappointed.

Think about it, you spend more money on your morning coffee than you do on your laundry detergent, so why not try a change?