



Make your wash more eco-friendly

4 out of 5 of us want a more eco-efficient household

Choosing a greener, sustainable lifestyle and finding 'eco-swaps' is becoming of increasing interest and importance to us Brits. A new study conducted by YouGov on behalf of Ecoegg, the eco-friendly laundry company, reveals that 85 per cent of UK adults are looking for opportunities to make small domestic changes to lessen their impact on the environment.

Unsurprisingly, it's single-use plastic that is the key concern, with 86 per cent of people keen to reduce the amount that their household uses. In addition, 72 per cent would like to reduce the amount of chemical waste produced by their household.

When it comes to doing the laundry, of those surveyed, 58 per cent say they do up to four loads of washing a week, with nearly a third worrying about the environmental impact of this.

Yet, when it comes to the weekly shop, the survey revealed that less than a third of us are actually buying items that claim to be environmentally-friendly. Could this be down to availability and

ease of purchase? Could our supermarkets be playing more of a role in helping shoppers to make small but impactful changes and by stocking more 'green' products that become part of the weekly shop?

It's music to our ears that Waitrose & Partners will be the first UK supermarket to stock the 70 wash ecoegg Laundry Egg, an innovative egg-shaped, eco-friendly mineral based washing system that replaces traditional washing detergent and fabric softeners. They will be stocking the Fresh Linen fragranced Laundry Egg and also the Laundry Egg Refill Pellets.

The ecoegg Laundry Egg can be used in all machines at temperatures up to 60°C and comes with a 10-year guarantee. It is refillable, saving up to 40 single use plastic bottles of detergent and softener each year per household (based on one wash load a day and 18 wash size bottles).

How does the ecoegg Laundry Egg work?

The vegan-friendly Laundry Egg cleans and softens clothes without the use of harsh chemicals thanks to two types of non-biological mineral pellets that ionise the water and naturally lift away dirt without fading colours or leaving residue on clothing. It has been dermatologically tested and awarded Allergy UK's 'Allergy Friendly Product' Award.

The mineral pellets contain no petrochemicals, enzymes, bleaches, phosphates, parabens, SLS/SLES, palm oil or microplastics.

It's easy to use, lightweight and is simply placed on top of your washing in your machine. It's the perfect laundry solution - environmentally friendly, kind to skin and at £9.99 for 70 washes, kind to your pocket too!

Now stocked in selected Waitrose & Partners stores. For more information visit ecoegg.com