

# No way out for bacteria!

Based on tests done by independent laboratories\*, bacteria growth on fabrics with Everfresh is effectively reduced, and bacteria cannot live on such fabrics!

\*ISO 20743

Less  
bacterial  
growth!

Tests show that Everfresh maintains its bacteria free properties even when it is used with fibers such as cotton, wool, viscose, polyester and polyamides.



Denim



Active Wear



Thermal Wear,  
Socks



Hand Knitting





Home Textiles



Mask



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/acryluna  
#everfresh



# everfresh

Everlasting Freshness

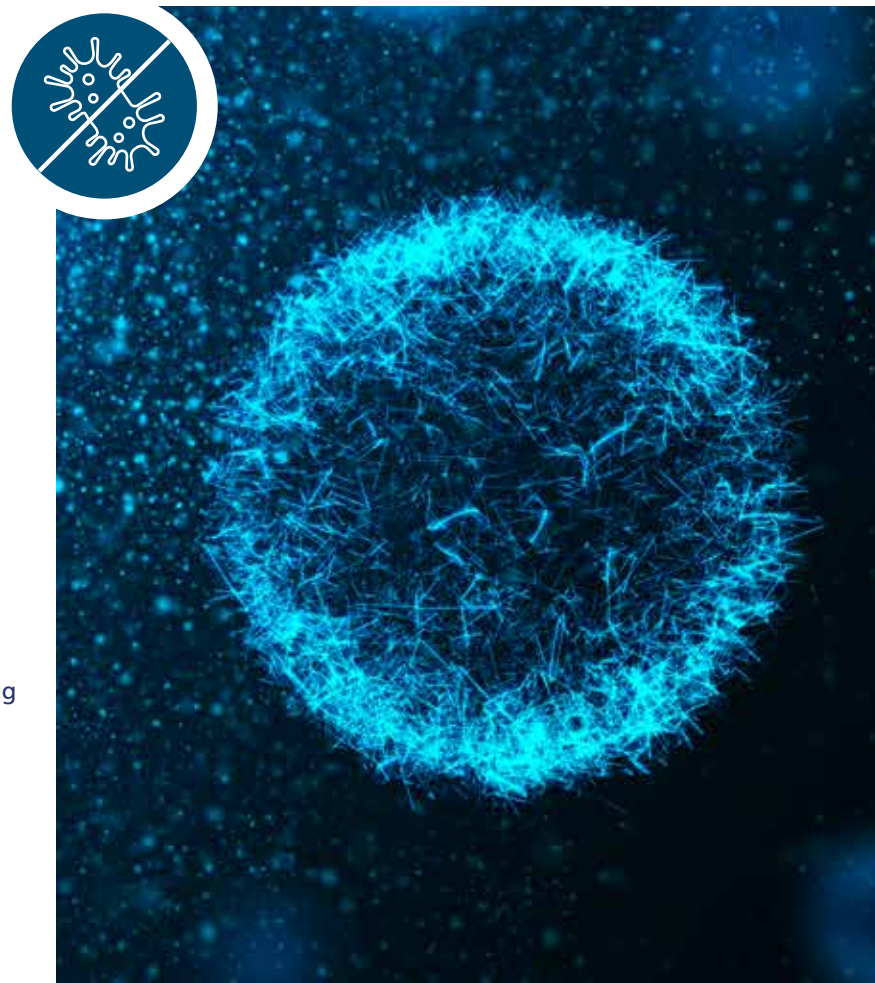




# ENJOY EASE OF MIND WITH EVERFRESH!

Containing zinc pyrithione (Stock Code: BEN.0308) with antibacterial effect, bacteria cannot live on those products that are produced with Everfresh! Therefore, products with Everfresh are ideal for anyone that cares for hygiene and health.

As Everfresh prevents bad odor and increases the washing frequency, you will not only enjoy your products better, but also find your inner peace by supporting a more sustainable future.



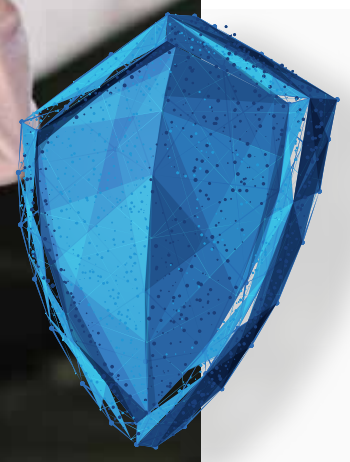


Bacteria Free



## WHY ZINC PYRITHIONE?

Meet zinc pyrithione, i.e. the active substance of Everfresh!



Unlike similar minerals used for the same purpose, zinc is the second most necessary mineral for bodily health. Zinc, used in the body's primary defense mechanism, is one of the most effective minerals in fighting bacteria, microbes and fungi.



# NO MORE BAD ODOR!

Always feel fresh with Everfresh!

By preventing occurrence of bacteria growth favorable environments, Everfresh offers an odorless world where the consumers will always feel fresh and comfortable! In this way, products can be used for much longer without washing. Thanks to the reduced need for washing the product lifespan is much longer and your favorite clothing stays with you for many years. Thanks to everfresh, you can benefit from and enjoy extra time instead of spending that time on laundry.

Everfresh's fast-drying and breathable structure gives users the opportunity to move freely. Everfresh maximizes the feeling of comfort with its structure that successfully removes the wetness caused by sweat.

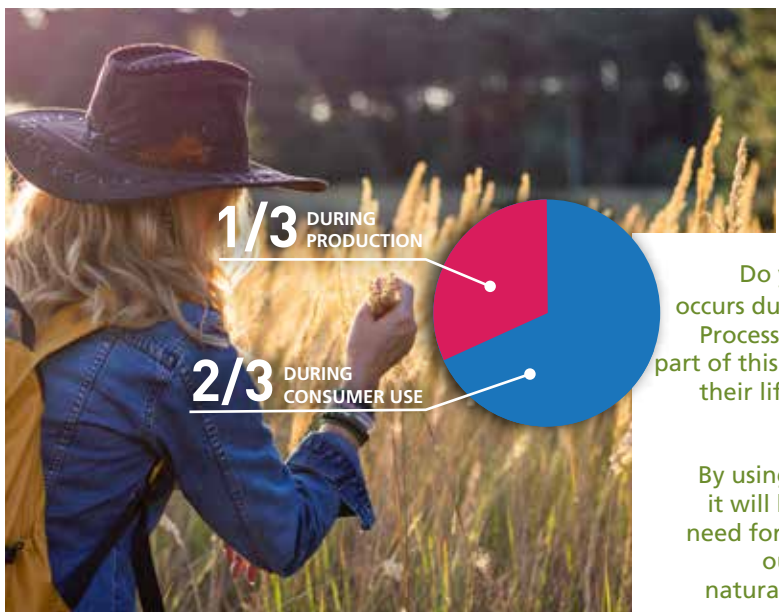


## EVERFRESH; A HEALTHY AND COMFORTABLE TOUCH TO YOUR LIFE...

Since Everfresh can maintain its effect despite an infinite number of wash cycles, it is, no doubt, one of the most environmentally friendly products!

Zinc pyrithione, the active substance of Everfresh, has antibacterial properties and it embedded into fibers during production. This means that it is not applied via a chemical process following production. Products on which zinc pyrithione is applied during the finishing process release a substantial amount of heavy metals. However, with Everfresh, you do not need to worry as its active substance is embedded into the fibers during production.

Products with Everfresh never loss their antibactera free properties even if they are exposed to an indefinite number of wash cycles.



## SENSITIVE TO THE ENVIRONMENT, RESPECT FOR THE FUTURE!



Do you know that 2/3 of the environmental impact of garment occurs during consumer use? Only 1/3 of it occurs during production. Processes such as washing, drying and dry cleaning cause the major part of this impact. Furthermore, the disposal of products at the end of their life life cycle affects negatively both the environment and the natural resource consumption.

By using odor reducing Everfresh, you will need to wash it less and it will help you to protect environmental resources! Moreover, the need for a new product will be reduced by not wearing your clothes out with unnecessary washes! Everfresh, minimizes the use of natural resources and extends product life cycles! Helps us to leave better tomorrows for future generations!