



Mrs. Meyer's Clean Day July 2019 Innovation





Mrs. Meyer's July 2019 Innovation

Mrs. **MEYER'S**
CLEAN DAY

Scent Extensions



Segment Extensions





Mrs. Meyer's: Rosemary

Mrs. **MEYER'S**
CLEAN DAY

REJUVENATE YOUR HOME
with aromatic
ROSEMARY.



SRP: \$6.99
TPR: \$5.99
FAD: July 1, 2019



ROSEMARY A stimulating scent

Top Notes

Lavender, Rosemary, Sage

Middle Notes

Ylang, Ginger, Mint

Base Notes

Sandalwood, Patchouli



Mrs. Meyer's: Bluebell

Mrs. **MEYER'S**
CLEAN DAY

BRIGHTEN
your home with
BLUEBELL.



SRP: \$6.99
TPR: \$5.99
FAD: July 1, 2019



BLUEBELL A delicate floral scent

Top Notes

Lemon, Bergamot

Middle Notes

Jasmine, Tuberose, Rose, Lavender, Sage

Base Notes

Vetiver, Ginger



Automatic Dishwasher Soap Pack

Mrs. **MEYER'S**
CLEAN DAY



SRP: \$10.99
TPR: \$8.99
FAD: July 1, 2019

% Soil
Removal
(out of 100)

Stain Type	MMCD	Finish	Cascade	Ecos	Honest	7th Generation
Oatmeal	97	91	95	55	52	87
Pie	89	75	71	0	0	30
Starch	74	70	73	4	10	83

- Help your dishwasher produce sparkling dishes, glasses and flatware
- Each pack loads easily in the dishwasher's soap cup and is safe for use in all machines
- Clean coffee stains from cups without phosphates or chlorine

Ingredients are at least 97% plant or mineral derived, including water content



Mrs. Meyer's: Dish Soap Refills

Mrs. **MEYER'S**
CLEAN DAY



SRP: \$13.99
TPR: \$10.99
FAD: July 1, 2019

- ✓ Refills your dish soap bottle
- ✓ MMCD Dish soap is top performing product in natural cleaners
- ✓ Available in: Lemon Verbena, Lavender



Limited Edition Seasonal Programs

Mrs. MEYER'S
CLEAN DAY

- Mrs. Meyer's Seasonal programs are growing even faster than the everyday assortment.
- Seasonals are significantly incremental to the base assortment due to impulse purchase and gift-giving

