



The Power of



CITRIC ACID



Melaleuca's cleaning technology does not rely on harsh chemicals to break down dirt. We use safer ingredients like citric acid to dissolve and rinse away stains and grime.

Safer, Effective Citric Acid
EcoSense® uses highly purified citric acid, like that found in citrus fruit, in many of its cleaning and laundry products. Who would have thought one of our most useful ingredients could be found in a citrus grove? But it's true! Citric acid occurs naturally in oranges, lemons, grapefruit, most berries, and many exotic fruits, like pineapple and passion fruit. It's a much safer (but equally effective) alternative to harsh cleaning chemicals, like those found in national brand cleaners.

Where You'll Find Citric Acid and What It Does
Citric acid is a key ingredient in EcoSense products like MelaPower® Laundry Detergent, Sol-U-Guard Botanical® Disinfectant, Tub & Tile™ Bathroom Cleaner, Safe & Mighty™ Toilet Bowl Cleaner, Tough & Tender® All-Purpose Cleaner, Lemon Brite® Hand Dishwashing Liquid, and MelaMagic® Heavy-Duty Cleaner.

Citric acid plays three primary roles in Melaleuca cleaners:

- 1 It helps control the pH level of certain cleaners to make them more effective.
- 2 It dissolves mineral deposits.
- 3 It creates a chemical reaction that makes stains and soap scum easier to remove.

MELALEUCA PRODUCT	CITRIC ACID'S ROLE
Sol-U-Guard Botanical Disinfectant	Lowers the pH of the diluted concentrate to kill both bacteria and viruses.
Tub & Tile Bathroom Cleaner	Transforms hard, stuck-on soap scum into a soft fatty acid that's easy to remove.
Tough & Tender All-Purpose Cleaner	Maintains neutral pH of diluted concentrate, making it safe to use on all surfaces.
Safe & Mighty Toilet Bowl Cleaner	Dissolves stuck-on mineral deposits.

Citric acid is just one of the many ways that EcoSense develops safer, effective products that clean without compromise.

The FOUR PILLARS of



EFFECTIVE



SAFER



ECO-FRIENDLY



AFFORDABLE

