



Premium Natural Formulas:

- Ammonia Free
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- Benzene Free
- Biodegradable
- Boron Free
- Butyl/Ethyl Free
- Chlorine Free
- Diethylene Ether Free
- Dye Free
- Formaldehyde Free
- Isopropanol Free
- Kerosene Free
- Mineral Spirit Free
- Non-toxic
- Petrochemical Free
- Phosphate Free
- Phosphoric Acid Free
- Propylene Glycol Free
- SLS Free
- Sulfuric Acid Free

J.R. Watkins Natural Home Care products are also environmentally friendly, 100% naturally derived and readily biodegradable.

J.R. WATKINS

NATURAL HOME CARE

TRADE MARK



Natural Plant-Based Home Care

Everyday choices effect the health of our families and our environment. Household products are one of the largest contributors of health problems in our homes. Cleaners containing ammonia, chlorine and other chemical ingredients have been known to cause respiratory irritation. In North America, one in three people suffer from allergies, asthma, sinusitis or bronchitis.* Minimize your family's exposure to these harmful toxins with Watkins Premium Natural Cleaning Line!

J.R. Watkins Natural Cleaning Products feature non-toxic plant-based formulas that are both biodegradable and phosphate free. These ultra concentrated cleaners are naturally derived so they are easy on the environment, your home and your loved ones.

* US National Center for Health Statistics

Essential Oils & Fragrances

J.R. Watkins Natural Cleaning Line features four clean fresh scents. These plant based formulas are fragranced with natural lemon, lavender, rosemary and orange oil as well as extracts from palm and coconut. These natural aromas will leave your home smelling fresh and sparkling clean...naturally.

17 Plant-Based Products

- All-Purpose Cleaner Aloe & Green Tea
- All-Purpose Cleaner Lavender
- All-Purpose Cleaner Lemon
- All-Purpose Cleaner Concentrate Lemon
- All-Purpose Cleaner Concentrate Lavender
- All-Purpose Cleaner Concentrate Aloe & Green Tea
- Aloe & Green Tea All-Purpose Wipes
- Liquid Dish Soap Aloe & Green Tea
- Liquid Dish Soap Lavender
- Liquid Dish Soap Lemon
- Window Cleaner Aloe & Green Tea
- Window Cleaner Lavender
- Lemon Liquid Laundry Detergent Concentrate
- Citrus Tub & Tile Cleaner
- Lemon Toilet Bowl Cleanser
- Lemon Furniture Polish
- Lemon Automatic Dishwashing Detergent (US Only)



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ALL-PURPOSE CLEANERS

This product is ideal for cleaning:

- Appliances
- Counter Tops
- Fixtures
- Floors
- Sealed Granite
- Sinks
- Stainless Steel
- Tile
- Walls

All-Purpose Cleaners

Watkins Natural All-Purpose Cleaners effortlessly remove dirt and grime from all hard surfaces water alone won't harm. You'll find thousands of uses for this powerful earth friendly formula. No rinsing required, simply spray and wipe away with a dry cloth. Available in three premium fragrances: Aloe and Green Tea, Lemon and Lavender. A great alternative to harsh and toxic chemical cleaners. Powerful enough to remove even your toughest dirt, yet gentle enough for your loved ones, your home and the environment.

Many all-purpose cleaners contain toxins that can be inhaled. Ammonia-based cleaners can irritate the skin, eyes and respiratory system. Minimize your family's exposure to these harmful toxins with Watkins Natural All-Purpose Cleaners.



Tips

- Spray a small amount of Watkins Natural All-Purpose Cleaner on a soft cloth and gently rub cloth over switch plates to remove smudges and fingerprints.
- Never dust using a dry towel, this method will only relocate dirt into the air or onto the floor. For optimal dusting, lightly dampen a micro fiber cloth or paper towel with Watkins Natural All-Purpose Cleaner.
- To naturally clean your microwave place a bowl of water with a few drops of lemon juice in the microwave and run on high for one minute. Next spray Watkins Natural All-Purpose Cleaner on the surface and wipe away crusted food and grease.
- To clean ceiling fans, use a long-handled brush dampened with Watkins Natural All-Purpose Cleaner.
- Clean appliance knobs, cracks and grooves with a cotton swab dipped in Watkins Natural All-Purpose Cleaner. Before cleaning any appliance, please remember to unplug it.



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ALL-PURPOSE CLEANER CONCENTRATES

This product is ideal for cleaning:

- Appliances
- Counter Tops
- Fixtures
- Floors
- Sealed Granite
- Sinks
- Stainless Steel
- Tile
- Walls



All-Purpose Cleaner Concentrates

Mix five parts water with one part concentrate and clean your entire house week after week. More than one gallon of formula with 1,000 purposes for 1,000 surfaces! Great for use in a mixing bottle you already have or as a refill in your ready to use All-Purpose Cleaner bottle. Put this cleaner to the test when you need a little extra all-purpose power.

Did you know that asthma is now the most common chronic childhood illness affecting nearly five million children each year? Many conventional all-purpose cleaners contain ingredients like benzene or butyl cellosolve. These chemicals can irritate the skin, eyes and most importantly the respiratory system. J.R. Watkins Natural All-Purpose Concentrates are 100% benzene and butyl cellosolve free.

Tips

- Cluttered surfaces interfere with cleaning and dusting. Control clutter on a daily basis so the task never gets overwhelming.
- Microfiber cloths are a great way to lessen your impact on the environment. No more roll after roll of paper towels. The fibers trap dust instead of lifting it back up into the air.
- Make cleaning an experience, not a chore. Put on music you enjoy, wear comfortable clothing and take pride in your work. Be sure to admire your efforts when you're done.
- Always keep all cleaning supplies out of reach of children and pets.



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ALOE & GREEN TEA ALL-PURPOSE WIPES

This product is ideal for cleaning:

- Kitchen
- Bathroom
- Dining Room
- Garage
- Keep a pack in the car for spills on the road!



Aloe & Green Tea All-Purpose Wipes

Convenience and natural cleaning power now combined into one ready-to-use all-purpose wipe. No water, suds or rinsing required! Effortlessly wipe away dirt and grime with these biodegradable, durable and disposable wipes that are flushable and even safe for septic tanks! And because they are 100% readily biodegradable you can toss them without environmental repercussions. These wipes are perfect for quick bathroom cleaning, kitchens, even keep a pack in the car for spills on the road. The compact easy to use packaging makes these perfect to take with you anywhere. Keep the dirt, grime and toxins off your hands!

Other cleaning wipes contain harsh chemicals and their labels detail specific handling warnings and cautionary statements. They also require rinsing and are not recommended for surfaces that come into contact with food. Watkins Natural All-Purpose Wipes can be used to clean any surface water alone won't harm. You are going to love this revolutionary way of cleaning your house without water!

Did You Know

- The National Academy of Science estimates that 15 percent of all Americans are multi-chemically sensitive due to chronic exposure to household products.
- The Environmental Protection Agency states that during the last 20 years, more than 75 percent of our landfills have reached maximum capacity and that more than half of those remaining will be filled up over the next 20 years.
- The Environmental Protection Agency states that half of all illnesses occurring in the United States can be attributed to chemical contamination of indoor air.



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LIQUID DISH SOAPS

This product is ideal for cleaning:

- Dishes
- Pots and Pans
- Plasticware
- Silverware
- Cookware
- Cooking Utensils



Liquid Dish Soaps

Just a few drops of J.R. Watkins Concentrated Dish Soaps will fill your sink with naturally scented suds. Available in three fragrances sure to appeal to your senses and make doing dishes a soothing experience.

The easy to use flip top cap allows you to easily squirt soap into your dish water without mess or drips. The built in grease cutter will clean even the toughest baked on casserole dish. This natural formula is sure to leave your plates, cups, pots and pans clean and spotless. Get sparkling dishes even with hard water. Rinse away soap residue, film and toxins with J.R. Watkins Liquid Dish Soaps.

Other dishwashing liquids contain petroleum surfactants that break down slowly in the environment and remain long-term pollutants. Keep it natural with Watkins Concentrated Natural Dish Soaps.

Tips

- Start with a clean sink and always use hot water.
- Remember to scrape dishes of excess food before adding them to your dish water.
- Stacking a few dishes in the sink at a time allows dishes a few minutes of soaking time while you work on washing another dish.
- Soaking tough stuck on foods prior to washing will help the food lift and rinse away easily.
- Allowing aluminum to soak while dishwashing can darken the finish.
- A lint free cloth is ideal for drying silverware.



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TRADE MARK

WINDOW CLEANERS

- **Streak-free formula:** Leaves glass with a sparkling shine.
- **Fresh scents:** Leave your home smelling fresh and clean.

Window Cleaners

Make your windows sparkle with Watkins Natural Window Cleaner. Perfect for cleaning windows, mirrors and any other glass surface. Gently wipe away grime, dust and fingerprints with this natural formula. Great for removing water spots from bathroom mirrors. And because this formula is coconut based, it won't leave a smeary film or residue behind. For optimal natural sunlight, use a premium natural window cleaner!

Other glass cleaners contain neon dyes and ammonia that can irritate the skin, eyes and respiratory system when diffused into the air. Ammonia can get into your lungs and nose causing you to sneeze, cough or have headaches. Ammonia has also been known to harm the environment by poisoning plants, animals and fish. Now, you can clean your windows with a natural, ammonia free formula. Breathe easy with the sweet soothing natural smell of lavender or the refreshing scent of aloe and green tea.



Tips

- Spray window cleaner at least ten inches or more away from glass to help minimize streaking.
- Squeegees are great tools for cleaning windows, glass surfaces or mirrors.
- Wipe away excess dirt and grime from your window sills and framework prior to applying a window cleaner.
- Lint-free or microfiber cloths are ideal for minimizing streaks.
- If you are cleaning the inside and outside of your windows, use different cleaning strokes on each side. Wipe one side vertically and the other side horizontally so you can easily tell which side needs another wipe to remove streaks.
- Having clean windows makes your room look instantly brighter.



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CITRUS TUB & TILE CLEANER

This product is ideal for cleaning:

- Ceramic Tile
- Grout
- Chrome Fixtures
- Fiberglass
- Porcelain
- And many other bathroom surfaces!



Citrus Tub & Tile Cleaner

Enjoy a chemical-free bath or shower with Watkins Natural Citrus Tub and Tile Cleaner. You wouldn't take a bath or shower in chlorine or phosphoric acid, so why would you clean your bathroom with them? Other shower cleaners contain several harsh chemicals that can irritate sensitive skin and respiratory systems. But just a light mist of Watkins Natural Citrus Tub & Tile Cleaner will leave your bathroom tub, tile and fixtures spot free!

Now you can drive away water stains and soap scum with this eco responsible cleaner that is even safe for your septic system. Throw away your rubber gloves and clean your tub and tile with natural essential orange oils instead of toxic chemicals. Watkins natural fresh citrus scent is sure to leave your bathroom fresh and fragrant.

Tips

- A small scrub or tooth brush will help clean grout and corner areas.
- Steam helps loosen build-up on tiles and fixtures.
- Use a squeegee on glass doors to help prevent soap scum build-up.
- Never use an abrasive on acrylic or fiberglass bath tubs.
- Plastic shower curtains can be machine washed to clean soap scum spots.
- Immediately attend to a dripping faucet or fixture. Ignoring this problem can waste a lot of water!



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LEMON TOILET BOWL CLEANSER

Cleans and decalcifies any porcelain bathroom surface including:

- Toilets
- Tubs
- Sinks
- Tile

Lemon Toilet Bowl Cleanser

Watkins Natural Toilet Bowl Cleanser works to decalcify your toilet while at the same time reducing harmful molds and mildew that linger. This cedar-based formula is one of the least acidic or caustic cleaners on the market making it safe for all septic systems.

Conventional toilet bowl cleaners are among the most hazardous products found in the home. These cleaners often contain harmful acids and dyes. Now you can clean your toilet without unpleasant harsh chemical fumes and vapors found in other toilet bowl cleaners. And because the formula is made up of replenishable and sustainable ingredients, you leave the smallest possible footprint on the environment! Cleaning the toilet doesn't have to be an unpleasant task. With routine maintenance and Watkins Natural Toilet Bowl Cleanser, cleaning the toilet can be, if not fun, at least less of a burden.



Tips

- Cleaning the toilet doesn't have to be a dreaded task. Routine maintenance will make the job much easier.
- For severe toilet bowl stains, allow cleaner to sit on bowl surface while you clean other surfaces.
- Be sure to apply cleaner up under the rim of your toilet bowl.
- Watkins bathroom caddy and brush can be used where agitation is needed.



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LEMON FURNITURE POLISH

Ideal for cleaning, dusting, polishing or moisturizing:

- Finished Wood
- Matte Wood
- Natural Wood
- Formica
- Particle Board
- Vinyl



Lemon Furniture Polish

Clean, condition and protect your wood's natural finish with J.R. Watkins Natural Lemon Furniture Polish. This easy to use spray and wipe formula conditions your wood with natural olive oil and leaves a natural glow behind to protect your wood. Use regularly to gently remove unsightly dust, fingerprints and smudges from all wood surfaces in your home including molding and antiques. This natural formula can also remove water marks from cabinet doors or hide minor scratches. There is no better way to care and restore natural beauty to your furniture than with J.R. Watkins Natural Lemon Furniture Polish.

Other furniture polish's typically contain aerosol propellant that deplete the ozone and petroleum distillates that can irritate the eyes and lungs. Many conventional furniture polishes also contain formaldehyde. Care and preserve your woods natural beauty with J.R. Watkins Natural Furniture Polish.

Tips

- Keep antique wood out of direct sunlight to keep it from bleaching.
- Always wipe wood surfaces with a clean, soft cloth.
- Don't forget to clean your wooden antiques, desks, bookshelves, armoires and chairs.
- Always rub with the grain of the wood to bring out the woods natural beauty.
- Clean and protect your wood regularly to remove fingerprints, smudges, dust and dirt.



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LEMON LIQUID LAUNDRY DETERGENT CONCENTRATE

- **Concentrated:** Use only 1 ounce per load; 32 loads per container.

Lemon Liquid Laundry Detergent Concentrate

This three times concentrated 1 oz. per load Watkins Natural Liquid Laundry Concentrate uses 2/3 less detergent than standard 100 oz. detergents per load. The 32 oz. compact packaging also uses less than half the plastic of standard 100 oz. bottles which means less waste and less impact on the environment. You never have to lug a huge heavy bottle of laundry detergent down to the laundry room again. One ounce of this powerful detergent will clean an entire load of laundry, just two tablespoons of detergent per load! This natural concentrated formula also contains a soy-based fabric softener to leave clothes feeling soft and clean. It's low sudsing, making it ideal for front loaders, top loaders and high efficiency washers.

Other laundry detergents are petroleum-based. These detergents deplete our limited nonrenewable resources and create pollution when manufactured. Synthetic optical brighteners that reflect light to make clothes appear cleaner can trigger severe allergic reactions. J.R. Watkins Natural Laundry Detergent is free of synthetic optical brighteners and petroleum based surfactants. Reduce the number of chemicals and toxins that come into direct contact with your family's skin with Watkins Natural Lemon Liquid Laundry Detergent Concentrate.



Tips

- Place laundry hampers in every room where people change clothes. This will allow you to quickly collect items when you are ready to wash.
- Clean plastic hampers regularly with Watkins Natural All-Purpose Wipes.
- Always check clothing labels for care instructions.
- Check and empty pockets before putting clothing into the washer.
- Never overload your washer or dryer.
- Remember to clean the lint filter between every load.



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LEMON AUTOMATIC DISHWASHING DETERGENT

This product is ideal for cleaning:

- Dishes
- Pots and Pans
- Plasticware
- Silverware
- Cookware
- Cooking Utensils

Lemon Automatic Dishwashing Detergent

Make your glasses sparkle with Watkins Concentrated Automatic Dishwashing Detergent. Use just half the amount of conventional detergents with Watkins ultra concentrated formula. This natural formula contains earth salts that effectively cut grease in hard or soft water. Cut through even your toughest baked on cookware.

Conventional dishwashing detergents contain chlorine and phosphates that produce algae blooms that damage our lakes and streams. According to the Environmental Protection Agency, up to one third of the phosphates in our lakes and streams come from automatic dishwashing detergents. Phosphates are hazardous to fish life, plant life and water quality.

Watkins is proud to introduce an Automatic Dishwashing Detergent that is 100% phosphate and chlorine free. Watkins believes that the surface you eat food off of should be as clean as the food you eat!

* NOTE: Available in the U.S. only.



Tips

- Always scrape all left over food into the trash before loading plates into the dishwasher.
- Running a fully loaded dishwasher can save hundreds of gallons of water when compared to hand washing.
- Loading the dishwasher properly will save time and help conserve energy.
- Maintaining your dishwasher properly will keep it at peak energy efficiency.
- When purchasing new appliances look for the Energy Star label, which ensures the appliances are energy-efficient.
- Always face dirty dishes towards spray jets.