

## CAMPAIGN IDEA & KEY MESSAGES

**“A new wave of clean”**

2X Better at Removing Tea Stains and Glass Spots\*

5-in-1 Power • Plastic-Free • No harmful chemicals

## PRODUCT INFORMATION

### **OceanSaver® PEARL 5-in-1 Plastic-Free Dishwasher Tablets**

- A New Wave of Clean – pristine clean without compromise
- 2X Better at Removing Tea Stains and Glass Spots\*
- 5-in-1 Power: Eliminates Stains, Smears, Spots, Grease, and Residue
- Sparkling Results on Quick Wash or in Hard Water
- 100% Plastic-Free without harmful Chemicals

\*vs. OceanSaver® All-in-One Dishwasher Tablets

## PRODUCT DESCRIPTION

### **OceanSaver® PEARL 5-in-1 Plastic-Free Dishwasher Tablets – pristine clean without compromise**

Join 500,000+ OceanSavers for a new wave of clean!

Powerful. Proven. Plastic-Free.

#### **5-in-1 Power:**

1. **LIFTS STUBBORN STAINS** - powerfully tackles tea, coffee, and tough food stains.
2. **REMOVES GREASE** - breaks down grease for a thorough, spotless clean.
3. **PREVENTS RESIDUE** - keeps dishes free from residue and cloudiness.
4. **SPARKLING FINISH** - leaves every load with a brilliant, streak-free shine.
5. **CLEARs GLASS SPOTS** - removes water spots for crystal-clear glassware.

Our Ocean is drowning in plastic. Most dishwasher tablets come in non-recyclable plastic packaging or are individually wrapped in plastic. They often contain harmful chemicals that pollute UK waterways. Pollocks to that! Engineered with breakthrough 5-in-1 power, PEARL's advanced formula re-imagines what's possible with an eco-friendly dishwasher tablet. Whether you're on a quick wash cycle or live in a hard water area, PEARL ensures consistently sparkling dishes without compromise.

#### **Why choose OceanSaver PEARL?**

- A New Wave of Clean – pristine clean without compromise
- 2X Better at Removing Tea Stains and Glass Spots\*
- 5-in-1 Power: Eliminates Stains, Smears, Spots, Grease, and Residue
- Sparkling Results on Quick Wash or in Hard Water
- 100% Plastic-Free without harmful chemicals\*\*

\*vs. OceanSaver® All-in-One Dishwasher Tablets

\*\* without 4 harmful chemicals commonly found in other tablets – no phosphonates, polycarboxylates, sulfonate-based surfactants, and nonylphenol ethoxylates.

These tablets are also suitable for septic tanks.

Together, we've saved over 4 million pieces of plastic and 11,000 litres of harmful chemicals from our Ocean. Plus, every pack donates to the Blue Marine Foundation, helping restore vital marine habitats in the Solent.

Our Guarantee: Love OceanSaver or your money back. We're so confident in our products we offer a gold-plated 30 day money back guarantee. Love our product or we'll refund you and buy you your old dishwasher tablet again for free!

Become an OceanSaver®  
The Ocean Will Thank You.



**OCEAN SAVER.**

**OCEAN SAVER**  
PEARL  
— A new wave of clean —

**Plastic free**

**50**  
tablets

**5 IN 1 POWER**  
3x more effective  
on tea stains and glass spots

**PEARL**  
A NEW WAVE OF CLEAN

[ocean-saver.com/pearl](http://ocean-saver.com/pearl)

The advertisement features a central image of a box of OceanSaver Pearl dishwasher tablets. The box is blue and white, with a clear window showing a single tablet. It is surrounded by several clean, sparkling wine glasses. The background is a vibrant blue with a white wave cresting over a horizon. The overall aesthetic is clean, fresh, and eco-friendly.