

NEW **DAWN**

POWERWASH DISH SPRAY

— GET IT OFF —
YOUR PLATE

Stay ahead of the mess with Dawn Powerwash™ Dish Spray. Unlike regular dish soap, the spray-activated suds work on contact to break down and lift away food soils, making the dreaded chore of dishes easier and faster than ever.



DESCRIPTION

Dawn Powerwash™ Dish Spray allows you to clean as you cook to stay ahead of the mess.

The spray-activated suds eliminate the need for soaking by clinging to food soils, and cleaning baked on grease 5x faster*, so all you need to do is SPRAY, WIPE, and RINSE your dishes clean.



HOW IT WORKS

With a simple SPRAY, WIPE, and RINSE, cleaning dishes in the sink is faster and easier than ever — leaving you more time to enjoy the things that matter most in life.

The nozzle allows for even, targeted spraying, perfect for hard-to-reach items like reusable water bottles and coffee cups, while still allowing you to clean larger items, like cookie sheets, or casserole dishes.

With the reusable sprayer and easy-to-swap refill bottles, Dawn Powerwash™ Dish Spray allows you to SPRAY, WIPE, and RINSE away the mess, while saving time, money, and minimizing waste!



AVAILABILITY

Dawn Powerwash Dish Spray is now available in Starter Kits and Refills in stores nationwide and online in four great scents:

- Fresh Scent
- Apple Scent
- Citrus Scent
- Free & Clear (NEW)

NEW Dawn Powerwash Dish Spray in Free & Clear provides the same superior clean with no dyes or strong fragrances.

SIZE/MSRP

Dawn Powerwash™ Dish Spray Starter Kits and Refills retail for:

SRP: \$4.99 for 16 fl. oz. Starter Kit
16 fl. oz. Refills available for \$3.99

5X FASTER* GREASE CLEANING

*vs NONULTRA DAWN



Media Contact:

Elaina Novak | ElainaN@mbooth.com | 212-539-3204