

# Scotchgard Protector Introduces Revolutionary Carpet Cleaner Powered by Oxy

## Scotchgard Oxy Carpet Cleaner Plus Stain Protector Combines New Power of Oxygen Cleaning with 50 Years of Celebrated Scotchgard Protection

3M continues its legacy of innovation with the introduction of Scotchgard oxy carpet cleaner plus stain protector. This latest cleaning technology combines the trusted brand of Scotchgard protection with the power of oxy, creating a two-in-one formula that removes even the toughest stains and protects against future stains, spills or soil.

Oxy is a groundbreaking cleaning agent that has been instantly embraced by consumers, thanks to its incredible performance time after time. Oxy, short for "active oxygen," oxidizes stains and removes them like a magnet. However, in many cases, once a stain is removed from carpet, it tends to resurface, and some products may even lock in stains. But, the unique Scotchgard protection prevents this from happening. In fact, Scotchgard oxy carpet cleaner plus stain protector not only cleans, but it also eliminates tough stains down to the pad, so they won't reappear, will not attract dirt after the spot is cleaned and leaves Scotchgard stain blockers deep down to keep the carpet protected.

"3M is proud to be at the forefront of inventing a new Scotchgard cleaner and protection product that beats out other methods of removing and protecting against future stains," said Scott Hanson, supervisor, Scotchgard brand. "Combining oxy, a revolutionary cleaning additive, with the distinctive Scotchgard protection, will provide consumers with the utmost confidence that they are using a top-performing product that delivers."

The combination is so effective, Scotchgard oxy carpet cleaner plus stain protector proves to clean better than many leading competitors when tested on a variety of dreaded stains, including spaghetti sauce, coffee, red wine, gravy and grape juice. And, most importantly, it proved to keep those stains from popping up later.

Many people tend to be skeptical of carpet cleaners, because they may notice that the same spot that was cleaned often becomes soiled very soon after. This is attributed to the fact that when carpet cleaners tackle a stain, they also clean away the built-in carpet protection leaving it vulnerable to re-soiling. Some cleaners may even leave a sticky residue that can actually attract dirt. Scotchgard oxy carpet cleaner plus stain protector not only cleans but also leaves behind trusted Scotchgard protector to block stains and resist soil without leaving residue. It stands up to the trusted name that delivers the results consumers have come to expect.

Scotchgard oxy carpet cleaner plus stain protector can be found at Wal-Mart and other retail stores for approximately \$4.99. For more information on Scotchgard products, visit [www.scotchgard.com](http://www.scotchgard.com).

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