



PURE™ SOLUTION

TECHNOLOGY FOR A CLEAN AND COMFORTABLE FEELING

A SCENT OF CLEANLINESS IN THE HEART OF THE FIBERS

ECO-MICROENCAPSULATED TECHNOLOGY

Thanks to the **microencapsulation** technology, the PURE® fragrance is protected by a membrane. This dynamic and intelligent technology ensures long-lasting effectiveness that respects the environment.



LONG-LASTING FRAGRANCE

The friction opens the capsules which release a light veil of perfume in a prolonged way.

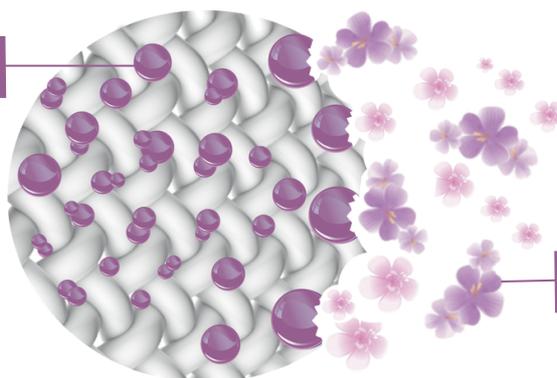
PERMANENT FEELING OF WELL-BEING

The **biosourced PURE® fragrance** brings well-being and softness through the scent of cleanliness.

Mechanism of action

PURE® technology carries the essence of a clean laundry scent in flower beads. Developed by our Research & Development team to replicate the pure scent of our grandmothers' original laundry. PURE® offers the natural scent of cleanliness and clean laundry. The PURE® microcapsule attaches itself to the heart of the fibers and is released over a long period of time thanks to microencapsulation.

Pure® microcapsules on a textile fiber



Diffusion of the Pure® technology

Performance





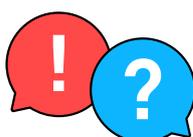
PURE™ SOLUTION

TECHNOLOGY FOR A CLEAN AND COMFORTABLE FEELING

Active treatment substances



Safety and security



Regulations & Certifications



Application process

PURE® technology makes textiles functional by adding a clean linen scent to the heart of the fibers.

EXAMPLES OF TEXTILE SUPPORTS :



**BEDDING
ITEMS**



**SPORT
CLOTHES**



**PAJAMAS AND
LOUNGEWEAR**



UNDERWEAR



CLOTHES

