

# soak

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Soak Wash



Soak



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Soak Wash

## modern laundry care





You know it's not about how much something costs.

It's about how much something makes you feel,  
cherishing the old, not chasing the new.

Traditions handed down and passed along from them to  
you and you to yours.

You're the one who prefers hand-made over manmade,  
your conversations face to face, and homecooking from  
your favorite little place, home.

Your beauty routine is pretty basic and your life pretty  
uncomplicated. You pay more attention to washing labels  
than designer ones.

And laundry is not a chore, it's an art, in progress.

Soak is for those like you who care about their things.

The things you like to wear most.  
The things you like to keep close.  
The things you will always consider  
to be what we call soakworthy.

**soak**<sup>®</sup>

# Our history

In 2006, knitwear designer Jacqueline Sava realized her customers didn't have a great product for washing their knits and delicates. So she decided to make one.

Everyone loved it and wanted more – and Soak Wash Inc. was born.

Over the years, we've introduced innovative products that shift how people think about caring for their clothes, crafts, lingerie and more. We've created a premium category that's redefining laundry care – and offering our customers gentle, deliciously scented options for washing the laundry they love most.

**soakworthy** /sohk wur-th ee/

1. something deserving of special care and attention because of its emotional value;
2. a person or thing that merits recognition for manifesting Soak values.



# soak

## laundry soap

Soak is the modern way to clean and refresh the laundry you love. The gentle, no-rinse formulation is perfect for hand- or machine-washing your laiciest lingerie, softest sweaters, swimwear, activewear, handmade quilts, and even baby clothes.

- made with plant-derived and renewable ingredients
- biodegradable, phosphate-free, dye-free, sulphate-free
- no glycols, EO, PO, SLS, SLES, DEA or MEA.
- safe for hand- or machine-washing (including HE)



crochet

menswear

quilts

### How does Soak work?

Just Soak and squeeze. No need to rinse. It's that easy. Lay knits flat to dry, and wash sets (like lingerie) together. Just remember to test fabric for color-fastness first. Love it. Wear it. Soak it.

lingerie

swimwear

hand washing

home dec

activewear

beauty tools

knitting

baby

dancewear



Available in 12oz/375mL, 3oz/90mL travel size, and 5mL Minisoak travel packs.

## our signature fragrances

At Soak, we spend a lot of time formulating fragrances that make your laundry smell lovely. The scents are, in a word, delicious – they'll make you love washing and wearing your favorite items even more. So what does clean smell like? Take your pick from these soft, fresh fragrances.

### celebration

#### Good, clean fun

This sassy favorite is one of our best sellers – and there's a reason our customers can't get enough of it. Inspired by the heady essence of red rooibos tea, it balances sweetness and softness for a fragrance you'll love.

### fig

#### Fresh-picked clean

Don't give a fig about fragrance? You'll change your mind when you get a whiff of this subtle scent. Lighten up laundry day with a combination of fig, lychee and dandelion, and leave a hint of sweetness on your favorite washables.

### lacey

#### Material girl

As flirty and feminine as your favorite lingerie, lacey blends the soft scent of spring blossoms with the spicy sweetness of bergamot for a simple, sexy scent that's just right for wearing next to your skin.

### pineapple grove

#### Sweet on the inside

Tangy pineapple and sweet orange meet fragrant lily, and it smells like ... vacation. Soak your clothes in this umbrella drink of a laundry wash, and you'll be reminded of that tiki bar on the beach every time you put on your tropically-scented wearables.

### yuzu

#### Clean with a peel

Pucker up and give your laundry some love with a kiss of tart citrus and crushed eucalyptus. It's fresh, sweet and undeniably delicious.

### scentless

#### For your sensitive side

Not a fan of fragrance? Scentless keeps your hand-washables – and your skin – clean and completely fragrance-free.

# handmaid™

## luxury hand crème

Handmaid is hydrating, soothing, smoothing care for your hardworking hands. Enriched with shea butter, olive oil and vitamins A and E, it rejuvenates and protects dry skin – and it's lightly, deliciously scented to match your favorite Soak fragrances.

Apply sparingly. Rub thoroughly. Get back to it.



Available in 3oz/90mL and 5mL Minimaid size

## bespoke soakboxes

Want to really wow someone? Try one of our bespoke Soakboxes. These limited edition sets feature our timeless Soak, and can be stylishly matched with luxurious yarns, knitting patterns, lingerie, and other unique items of your choosing.

Visit [soakwash.com](http://soakwash.com) for our latest editions.



holiday giftsets



knit soakboxes



lingerie soakboxes

## basins

### carrie

This fun-loving multi-tasker is great for soaking, storage and more. Colourful and bright, this tall basin (24L) is as happy carrying your craft projects around the house, your towels to the beach and toys to the park, as she is keeping your yarn stash neat and organized at home.

### phil

This shorter basin (14L) is bright, flexible and completely indispensable. He's just the right size for soaking small items, lacy lingerie and your favorite knits. Phil also offers a safe haven for dyeing yarns and fibers and soaking your finished pieces.

Both basins are fade-resistant, frost-resistant, UV-resistant, child-safe, food-safe and have beveled edges for easy pouring.



# flatter®

## smoothing spray

Flatter makes ironing easier. This starch-free smoothing spray relaxes wrinkles and freshens fabrics. It's flat out fabulous!

Spray it on to leave your fabric sleek, soft, and static-free. The mild formulation is super-easy on sensitive skin, and because it's made with plant derived and renewable ingredients, it won't harm the environment, either. Use it to freshen fabrics between washings, or spray it on to reduce (and even resist) wrinkles.

- soft mist sprayer for an even distribution
- no flaking, clogging or residue
- protects fabric to reduce and resist wrinkles
- fresh, clean fragrances for enjoyable ironing
- great for spray blocking knit lace
- made with plant derived and renewable ingredients
- biodegradable, phosphate-free, dye-free



**Clip a Caddy to your ironing board and keep your Flatter handy!**

With our Flatter Caddy holder, perfectly pressed fabric and garments are always in reach.



Available in 8.4oz/248mL and 3oz/90mL (2017)

# soak school

Here's all the info you need about hand washing, ingredients, fragrances and other Soak stuff. Don't see what you're looking for? Just ask.

## Where is Soak made?

Soak products are formulated and responsibly manufactured in Ontario, Canada. We're an all-Canadian brand and proud of it!

## What can I use Soak to wash with?

For hand or machine washing any delicate item (ie: lingerie, sweaters, swimwear, activewear, quilts, baby clothes, dancewear, home décor, menswear, beauty tools, crochet, etc...)

## Is hand washing hard?

No. It's actually remarkably easy – all it takes is a quick soak. In fact, we have a bunch of customers who have stopped taking their stuff to the dry cleaner and are soaking it instead – because it's easier, healthier, cheaper and smells way better. Be sure to check the fabric content and care instructions before Soaking any garments labelled "dry clean only".

## What does no-rinse mean, exactly?

It means exactly that – you just soak your things and go. You don't have to rinse your clothes out – really. Because Soak is a low-suds liquid, the dirt and detergent come out in the water, and whatever is left in the item evaporates. When you squeeze out the water, all that's left behind is a hint of fragrance that dissipates over time. You can certainly rinse if you want, but rinsing won't affect how Soak cleans. It will just remove the fragrance. Because no-rinse requires less agitation, it's easier on fabrics. Plus, the process uses less water, which is good for the planet.

## Can I use Soak in the machine?

Yes. Soak is ideal for either hand or machine washing, and can also be used in High Efficiency (HE) machines. Use the delicate cycle and measure Soak based on your machine's instructions.

## I forgot about my item and left it in Soak overnight. Is it okay?

Of course. There's nothing in Soak that will harm your clothes. Fifteen minutes is all you really need, though – leaving things in longer won't make them any cleaner.

## Are Soak products organic or tested on animals?

No. However, it is environmentally-friendly, biodegradable and the bottles are recyclable and printed with water-based inks. Organic and all-natural products tend to need to be refrigerated and have short shelf lives; Soak products are stable and will not fog or separate over time. We never test on animals.

## Am I going to be left with greasy hands after I use Handmaid?

Handmaid is a shea butter based formula, so it goes on rich, absorbs quickly, and allows you to get back to what you are doing without the worry of greasy hands.

## Is Handmaid paraben and phthalates free?

Yes, it is.

## Is Flatter a starch?

No, it is a spray starch alternative. It gives great body to the fabric, and doesn't leave a flaky residue on your iron or fabric.

## Are the fragrances strong?

None of our scents will leave a strong or heavy fragrance lingering in your garments. They're formulated to leave just a hint of freshness on the item after it has been washed. We always offer a scentless option for those who are sensitive to scent.

Visit [soakwash.com](https://soakwash.com) and check out our Soak School for tips and tutorials that will have you soaking like a pro in no time.