

Introducing the New Citra Solv Family... The next generation of clean



For more than 20 years, savvy consumers have trusted the natural cleaning power of Citra Solv's products, making us a leader in the natural products industry. But like you, we know past accomplishments aren't enough to guarantee future success. We understand that remaining a customer favorite means offering them what they want today — and tomorrow.

So what do today's time-pressed and overstressed consumers want? Simple pleasures: High-quality cleaners that make short work of household chores; exquisite fragrances that indulge their senses and fill their homes with freshness; upscale packaging that doesn't need to be hidden under the sink; and products that don't harm the environment.

That's why we're sure you'll want to carry the Citra Solv collection. Our natural products perform as well as or better than the leading national brands — independent lab test prove it!* But while those national brands use petroleum-based surfactants and synthetic perfumes and dyes, we use only naturally derived, biodegradable, non-toxic, renewable resources (like natural essential oils and plant-based surfactants). This key difference, along with our reputation for excellence, will appeal to your health & environmentally conscious customers, as well as customers who are simply looking for the best way to clean their homes.

In addition, we've added today's most popular home fragrances to our line, giving your customers a range of naturally based aromas to enjoy: Valencia Orange (our classic scent), Fresh Grapefruit, Lavender Bergamot, Lemon Verbena and Mango Tangerine.

Citra Solv Concentrate Natural Cleaner & Degreaser

The product that started it all! Customers can't get enough of this versatile citrus solvent. They love it for its hundreds of uses, its ability to clean even the toughest stains and its fresh orange fragrance. Now we're giving them a whole new reason to enjoy it: the beautifully delicate scent of Lavender Bergamot.

- **Available Sizes:** 2 oz. 8 oz. 16 oz. 32 oz.
- **Available Fragrances:** Valencia Orange NEW! Lavender Bergamot



Citra Solv Natural Multi-Purpose Cleaner

A great multi-purpose cleaner that's tough on grease and ideal for use on most surfaces. Now available in both our classic Valencia Orange scent and beautifully delicate, new Lavender Bergamot fragrance.

- **Available Size:** 22 oz. Trigger Spray Bottle
- **Available Fragrances:** Valencia Orange NEW! Lavender Bergamot



Citra Dish Natural Dish Soap Liquid

Now available in four luscious, enticing fragrances! Our natural dish soap still makes quick work of grease and baked-on foods, leaving dishes, flatware, pots and pans clean and streak-free.

- **Available Size:** 25 oz.
- **Available Fragrances:** Valencia Orange NEW! Lemon Verbena
NEW! Lavender Bergamot NEW! Mango Tangerine



Citra Dish Automatic Dishwashing Detergent — NEW Gel

Introducing a brand-new formula! Our gel detergent works as well as the leading national brand* to leave dishes spotless, and comes in a zesty new Fresh Grapefruit fragrance.

- **Available Size:** 75 oz.
- **Available Fragrance:** NEW! Fresh Grapefruit

Citra Dish Automatic Dishwashing Detergent — Powder

Better than ever! Our reformulated, all-in-one powder now includes a built-in rinse aid for a spotless shine. Customers get the same sparkling results they'd see from the leading national brand,* but with a sunny Valencia Orange fragrance (and no phosphates!).

- **Available Size:** 45 oz.
- **Available Fragrance:** Valencia Orange

Citra Suds Laundry Detergent — NEW 2X Concentrate Liquid

Our Liquid Detergent is now a 2X concentrated formula, making it lighter and more convenient for customers to carry and store. Plus, it's better for the environment, uses less packaging, and works as well as the leading national brand.* Available in both Valencia Orange and beautifully delicate Lavender Bergamot.

- **Available Size:** 50 oz.
- **Available Fragrances:** Valencia Orange NEW! Lavender Bergamot

Citra Suds Natural Laundry Detergent Powder

Whiter whites, brighter brights: Citra Suds delivers the same results as the leading national brand.* The difference is that we use CITRA Brite® Non-Chlorine Oxygen Bleach and stain-eliminating enzymes instead of phosphates and chlorine bleach. Available in our fresh Valencia Orange fragrance.

- **Available Size:** 7 lb.
- **Available Fragrance:** Valencia Orange



Citra Clear Natural Window & Glass Cleaner

An extraordinary streak-free window and glass cleaner. Real citrus extracts for superior shine and better cleaning.

- **Available Size:** 32 oz. VALUE Size
- **Available Fragrance:** Valencia Orange



Citra Wood Natural Wood & Furniture Polish

Using the power of real orange oil, this premium quality polish protects, preserves and beautifies natural wood surfaces — without using petroleum distillates.

- **Available Size:** 8 oz. Pump Spray Bottle
- **Available Fragrance:** Valencia Orange



Citra Drain Natural Build-Up Remover

We're the leader in the natural products industry for one reason: We know what works. We put the power of natural enzymes to work to safely eliminate grease, oil, soap residue and more so pipes keep flowing freely. Leaves behind a hint of citrus fragrance.

- **Available Size:** 22 oz.
- **Available Fragrance:** Valencia Orange

Citra Drain named
BEST IN CATEGORY
By a leading consumer reporting magazine

Citra Spot Stain & Odor Remover

Using the same technology as Citra Drain, this stain & odor remover lets natural enzymes attack organic substances, like pet stains, blood, urine and more. Leaves nothing behind but a hint of citrus fragrance.

- **Available Size:** 22 oz.
- **Available Fragrance:** Valencia Orange

VALENCIA ORANGE

LAVENDER BERGAMOT

MANGO TANGERINE

FRESH GRAPEFRUIT

LEMON VERBENA