

# LoofCo Washing Up Pad



## *Making washing-up feel good*

Natural, ecological and ethical. Lofty words, perhaps, for a washing up pad.

But by using the sustainably farmed fibres of the loofah plant, LoofCo has created a plastic-free alternative to mass-produced washing-up sponges. And on top of its environmental credentials, it's pretty darn good at its job too.

Based on traditional designs, honed over generations, the pad transforms in water to become a soft, flexible sponge. Perfect for swooshing inside a cup and yet strong enough to scrub pots and pans. And it wouldn't dream of scratching anything nonstick.

Designed to last for months, it's 100% compostable and biodegradable. Heck, it's even eco-friendly when it's growing – taking CO<sub>2</sub> out of the atmosphere.

So, although the dishes might not ever be your favourite job, knowing that clearing your washing-up pile isn't leading to a mountain of landfill can leave you feeling better about the world.

*Find out more about all our brilliant, eco-friendly products at [www.natbrands.co.uk](http://www.natbrands.co.uk)*