



Up to 50%  
longer lasting\*

**FAIRY**

\*than the next best-selling brand



**Fairy Original**

**Fairy Lemon**

**Fairy Platinum**

**Fairy Clean & Clear**

**Fairy Antibacterial**

**Fairy Clean & Fresh**

	Fairy Original	Fairy Lemon	Fairy Platinum	Fairy Clean & Clear	Fairy Antibacterial	Fairy Clean & Fresh
<b>Main Benefit</b>	Up to 50% longer lasting suds than the next best-selling brand	Up to 50% more grease cutting power than the next best-selling brand	3 x faster tough grease cleaning than the next best-selling brand after a 10 minute soak	2 in 1 tough on grease, mild on hands	Fairy Cleaning and 24 hour bacteria protection for your sponge	Fairy Cleaning and irresistible freshness around the sink during the washing up
<b>Variants</b>	• original	• lemon	• original • lemon	• aloe vera & cucumber scent • rose & satin scent	• eucalyptus • lime & lemongrass	• pomegranate & honeysuckle • apple orchard • citrus grove
<b>Long-lasting suds</b>	✓	✓	✓	✓	✓	✓
<b>Ultra grease cleaning power</b>	✓	✓	✓	✓	✓	✓
<b>The original iconic washing up liquid</b>	✓	✓				
<b>Even faster tough grease cleaning</b>			✓			
<b>Extra shine</b>			✓			
<b>Extra care for your skin</b>				✓		
<b>Antibacterial protection</b>					✓	
<b>Variety of fruity scents</b>						✓

# Even removes grease from your dishwasher\*

\*for limescale removal please use machine cleaner or another method



**Fairy Clean & Fresh**



**Fairy Ultra Power All-in-One**



**Fairy Platinum**



**Fairy Platinum Lemon**



**Fairy Platinum Cool Blue**



**Fairy Platinum Orange**

	Fairy Clean & Fresh	Fairy Ultra Power All-in-One	Fairy Platinum	Fairy Platinum Lemon	Fairy Platinum Cool Blue	Fairy Platinum Orange
<b>Main Benefit</b>	Cleans dishes brilliantly. Leaves your dishwasher fresh	Even cleans 24 hour stuck on grease	Fairy's best tough food cleaning 1st time			
<b>Variants</b>	• citrus grove	• original • lemon	• original	• lemon	• cool blue	• orange
<b>Advanced tough food cleaning</b>	★★★	★★★★★	★★★★★★	★★★★★★	★★★★★★	★★★★★★
<b>Great for short-cycle cleaning</b>	★★★★★	★★★★★	★★★★★★	★★★★★★	★★★★★★	★★★★★★
<b>Glass protection</b>	★★★	★★★★	★★★★★	★★★★★	★★★★★	★★★★★
<b>Wrapping-free capsules</b>	✓	✓	✓	✓	✓	✓
<b>Super shine</b>		✓	✓	✓	✓	✓
<b>Triple liquid action</b>			✓	✓	✓	✓
<b>Cleans your dishwasher</b>			✓	✓	✓	✓
<b>Cleans filters</b>			✓	✓	✓	✓