

A COMPLETE RANGE OF FABRIC CARE | DISH CARE | MACHINE CARE | HYGIENE CARE | AIR CARE

🗹 wash **condition** I remove stains 🗹 add fragrance I shine 🗹 sparkle 🗹 rinse 🗹 clean 🗹 descale I purify 🗹 protect 🗹 sanitise

IFB essentials

DESCAL

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A COMPLETE RANGE OF FABRIC CARE | DISH CARE | MACHINE CARE | HYGIENE CARE | AIR CARE

uncompromise ✓ fabric care ✓ dish care ✓ machine care ✓ hygiene care ✓ air care

Have you been looking for a complete range of products that cleans, protects and preserves your garments, appliances, your home and you?

You've come to the right place!

IFB essentials is a range of care solutions that keeps your laundry soft, your dishes sparkling and your appliances working perfectly.

What's more, this range comes with subscription offers. Conveniently place repeat orders through the MyIFB App.

Make your daily chores fun and easy! #SetYourselfFree with IFB.

Fabric

Do immaculate whites, vibrant colours, soft, fluffy fabrics that also smell good, sound like a dream?

Well, our range of fabric care is a dream come true!

The liquid detergents keep your clothes clean with special formulas to protect whites, coloureds, woollens and silks. Innovative wash care such as optical brighteners, stain removers, colour catcher sheets and more will keep your laundry experience at par with professional standards.

Discover how well your clothes look and feel with IFB essentials.



FLUFF Liquid Detergent | Front Loader

1L

Can clothes be damaged by detergent? Unfortunately, yes!

Often detergents leave detergent residue that makes clothes look dull and harms your machine in the long run.

IFB essentials **FLUFF** is a low-foam, liquid detergent, specially developed to deliver superior wash performance in Front Load Washing Machines. It cleans and refreshes your clothes.



- Its pH-balanced formula helps preserve the natural softness and shine of your clothes, even after repeated washes.
- It is suitable for use with mixed loads and fabrics.

documentation **document**

19= 20 ml For regular loads, 299 For heavily soiled loads, 3999



IFB essentials

FRONT LOADER MAKE YOUR CLOTHE HYGIENIC

FLUFF





FLUFF REFILL Liquid Detergent Front Loader

Plastic pollution and waste management has become a growing concern.

Stay ahead of the game with refill packs that let you reuse the original bottle many times over.

With **IFB** essentials **FLUFF REFILL** you can keep using your favourite liquid detergent and replenish your stock whenever you're running low.

FEATURES

- FLUFF's fragrant formula does not leave detergent residue, making it ideal for washing delicate fabrics as well as clothes for babies.
- Its pH-balanced formula helps preserve the natural softness and shine of your clothes, even after repeated washes.
- It is environment-friendly and equally suitable for white and coloured fabrics.

CONTRACT OF CONTRACT OF CONTR

For regular loads, 288 For heavily soiled loads, 388

replenish reload refresh



FLUFF Liquid Detergent | Top Load

We love your clothes just as much as you do!

Make laundry a pleasure to do every day with a special detergent that ensures a top quality wash every time.

IFB essentials **FLUFF** for Top Load Washing Machines, is a low-foam, liquid detergent that delivers superior wash performance. It cleans and refreshes your clothes.



- Its pH-balanced formula helps preserve the natural softness and shine of your clothes, even after repeated washes.
- It is suitable for use with mixed loads and fabrics.

OOSAGE GUIDE

10= 20 ml For regular loads, 200 For heavily soiled loads, 3000

1





Love the breezy soothing scent of the ocean?

Add a dose of an exotic aroma to your clothes and pamper them in your new IFB Washer Dryer Refresher.

IFB essentials **SENSORA** is a Fragrance Booster that's meant to give your garments long-lasting freshness. A quick fix for any unpleasant odours and musty smells.

E FEATURES

- A new offering from IFB, an in-wash fragrance booster.
- Use with wash or refresh programs of IFB Laundrimagic[™] Washer Dryer Refresher or with an IFB Washing Machine Steam program.

▲ DOSAGE GUIDE 1 = 30 ml

- Remove both caps and break the induction seal.
- Fill the product up to the mark in the chrome finish cap (30 ml). Pour into the Refresh compartment of the detergent dispenser tray.
- Load the clothes and start the Refresh program.





Love the scent of a quiet, hazy morning after a fresh rainfall? Add a dose of an exotic aroma to your clothes and pamper them in your new IFB Washer Dryer Refresher.

IFB essentials **SENSORA** is a Fragrance Booster that's meant to give your garments long-lasting freshness. A quick fix for any unpleasant odours and musty smells.

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- Load the clothes and start the Refresh program.



IFB essentials







1L

Want to keep your clothes feeling soft and fragrant?

Highly alkaline detergents adversely affect the natural colour and texture of fabrics.

IFB essentials **FLUFF Fabric Conditioner** is micro-encapsulated, which helps it soften fabrics and give them a long lasting fragrance, making your clothes a pleasure to wear!









- FLUFF gives your clothes the freshness of lush meadows and a light, flowery fragrance after each wash with microencapsulisation.
- It enhances the softness and fragrance of washed clothes.



▲ DOSAGE GUIDE 1 = 20 ml

FOR FULLY AUTOMATIC WASHING MACHINES 200 in the additive compartment of the dispenser

FOR SEMI-AUTOMATIC WASHING MACHINES 288 to the last rinse

FOR HANDWASHING 200 in a bucket of 10 L of plain water. Soak 8–10 washed clothes in the bucket for 5 minutes. Remove and dry. Do not rinse in plain water afterwards.



revive your whites IFB essentials

FLUFF Liquid Detergent for White Fabrics

I'LL MAKE BRILLIANT WHITES OF ALL YOUR SHIRTS, LINEN & CHIFFONS

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Liquid Detergent for WHITE FABRICS

Want to stop your whites from greying and ageing? Here's the best way to protect them, make them brighter and keep them spotlessly clean, always!

IFB essentials Liquid Detergent for White Fabrics is specially formulated to preserve the whiteness of your white clothes, keeping them crisp, fresh and you looking your best.

FEATURES

- Specialised formula that enhances the colour and essence of the fabrics to help prevent early greying.
- Innovative design ensures that your fabrics come out spotlessly clean, wash after wash.
- Premium cleaning efficiency compared to regular detergents.

(DOSAGE GUIDE 1= 20 ml For regular loads, 2= For heavily soiled loads, 3==





IFB essentials

FLUFF Liquid Detergent for Woollens and Silks

Liquid Detergent for WOOLLENS & SILKS

Do you only dry clean your woollens to prevent them from losing shape and your silks from shrinking?

IFB essentials Liquid Detergent for Woollens & Silks will preserve the texture, colour and shine of your woollens and silks, keeping them snuggly warm and silky smooth.

FEATURES

- A specialised formula avoids shrinkage or stretching and helps retain the shape and style of your favourite clothes.
- Use effortlessly in a washing machine; works equally well with hand washing.
- Does not leave particle residue on your clothes or machine parts.
- Its pH-balanced formula helps ensure longevity.

LOSAGE GUIDE FOR FULLY AUTOMATIC 1= 20 ml For regular loads, 2= For heavily soiled loads, 3==

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FOR HANDWASHING Add 1 in a bucket of 10 L of water (washes 8–10 clothes).





BEAL SUNFRESH



I'LL DEODORISE

UP TO CYCLES

SUNFRESH All-in-1 Dryer Care

Want your clothes to come out of the dryer smelling fruity and fresh? This is your chance!

Give your clothes a unique sunny and citric fragrance with IFB essentials SUNFRESH All-in-1 Dryer Care. Just place the dryer bag in a clothes dryer to deodorise your clothes with a long-lasting pleasant scent.

15 CYCLES

1unit

FEATURES

- Adds a pleasant aroma instantly.
- Also keeps your clothes dryer fresh and odour free.

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- Place it in the dryer drum along with your clothes.
- After drying, take the dryer bag and place in a zip lock pouch to preserve its fragrance and use it again.



IFB essentials

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FABO Stain Remover

100ml

Get rid of marks with ease without damaging the fabric!

A splash here, a spill there are common when you have kids. Gone are the days of harsh scrubbing and hours of soaking.

IFB essentials **FABO Stain Remover** is a specialised stain-removing formula with pre-wash treatment that gets rid of stubborn stains without harming the natural fibres of your clothes.

FEATURES

- Effective against stains caused by protein and non-protein based substances such as egg, blood, grass, tea, chocolate, coffee, wine, ketchup etc.
- Equally good in removal of grime from cuffs and collars.
- Does not contain bleach.
- Extremely cost-effective removes stains from your expensive and special clothes!

CODOSAGE GUIDE

- Before using, puncture the centre of the seal of the brush with a sharp object.
- Place the stained fabric on a flat surface. Apply the gel on the stain with the brush applicator. Leave to work for 10–15 minutes and wash off.
- For heavy stains, rub with hands or use a fabric cleaning brush.

CAUTION Do not use brush applicator as a washing brush. Not suggested for use on wool or silk.

fight **STAiMS** anywhere, anytime!





9ml

Phone? Check! Wallet? Check! Keys? Check! Now add this Stain Remover Pen to your daily essentials and keep yourself stain-free on-the-go!

IFB essentials **FABO Stain Remover Pen** is a pocket friendly specialised formula stain remover that gets rid of accidental spills, drips, splodges and marks!

FEATURES

- Effective against stains caused by protein and non-protein based substances such as egg, blood, grass, tea, chocolate, coffee, wine, ketchup etc.
- No soaking and scrubbing of stains is required.
- Does not contain bleach. Safe for clothes.

DOSAGE GUIDE

- Place an absorbable white cloth under the stain before applying.
- Wipe to remove any stain residue with a napkin or cloth.
- Press the tip onto the stain to release the solution. Rub the tip over the stain to gently remove it.
- Dab with a damp cloth to remove any excess solution.
 Wash immediately with rest of your laundry.



DIRT & COLOUR CATCHER

Are you afraid of colour runs while washing mixed loads? Sometimes fabrics bleed when in contact with water and transfer their pigments onto other clothes in the wash.

IFB essentials **DIRT & COLOUR CATCHER** acts as a magnet for dyes and dirt in water. It protects against colour runs and dirt. Use it to wash mixed loads together.



- Colour & Dirt Catcher attracts any dyes released into the wash water, enabling mixed loads to be washed safely.
- Washing clothes in a single load helps save both time and energy.
- Try washing red clothes that bleed separately for better experience.

♦ DOSAGE GUIDE For regular dyed garments, **♦** 1 sheet

For medium dyed garments, ◆◆2 sheets

For heavily dyed garments, ◆◆◆◆3-4 sheets



sheets



LIMO Fabric Brightener









Are your clothes looking dull and lifeless with repeated washing? Nothing can be worse than finding your favourite red polo T-shirt or blue trousers fade to a muted shade.

IFB essentials **LIMO** is a fluorescent fabric brightener whose special formulation makes washed clothes look brighter and delays their ageing.



FEATURES

- Limo makes white clothes sparkling white and coloured clothes brighter.
- It is 100% chlorine-free and does not contain any harmful bleaching agents.
- For best results, use with a liquid or powder detergent.

& DOSAGE GUIDE

- Add a teaspoon (10 g) to your laundry detergent in the main wash compartment of the dispensing drawer.
- Use with a hot wash cycle.



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Stumbling blocks that will never come between you and your appliances?

Here's a range of handpicked machine care products...

From descaling your washing machine to ensuring hard water doesn't damage your laundry to making sure your microwave oven smells fresh, this range puts machine care in your control.

Let **IFB** essentials help you keep an eye on your home appliances and keep them performing their best.



Q/B





IFB essentials

PROTECTA LIQUID Linescale Preventer





PROTECTA LIQUID Limescale Preventer

500ml

Is your machine not performing efficiently?

It could be due to limescale build-up. Metallic compounds in hard water not only reduce machine life, but also increase detergent usage, power consumption and result in a poor wash.

IFB essentials **PROTECTA LIQUID** is a limescale preventer that fights moulds and limescale deposits inside your washing machine.

FEATURES

- Protects the heating elements, pipes and drum of your washing machine by preventing limescale formation inside it.
- By reducing water hardness it improves the efficiency and longevity of the machine and its wash performance.
- For best results, use along with a liquid detergent to enhance the performance of your washing machine.

CODOSAGE GUIDE 1= 20 ml

Add to your liquid detergent in the main wash compartment of the dispensing drawer.





IFB essentials

DESCAL Appliance Descaler







Is limescale build-up causing issues in your appliances?

Compounds such as calcium and magnesium leave deposits on your washing machine's parts with every wash. These affect the heating elements and reduce its efficiency and longevity.

IFB essentials **DESCAL** acts instantly on stubborn residues, dissolves limescale deposits and drains them out with the wash water. It restores the machine parts affected by limescale to their original condition and leaves the machine drum sparkling clean.

E FEATURES

- Reduces maintenance cost of the machine and saves power.
- Gently removes limescale without causing damage to other parts of the machine.
- It can also be used for your coffee makers, electric kettles, showerheads or steam irons.

ADOSAGE GUIDE

FOR FULLY AUTOMATIC WASHING MACHINES Pour 1 packet of powder into the machine drum and run the longest program, without any clothes, with the temperature between 40–60°C. Once finished, clean and refix the fluff filter. Run the rinse program with plain water.

FOR SHOWERHEADS Detach the showerhead or remove the sprinkler nozzle. Dissolve 1 tablespoon (15 g) of the powder in a plastic mug filled with hot water and mix it with a wooden/plastic spoon. Leave the solution till the effervescence stops. Cover the showerhead/ nozzle with the solution for a few minutes. Rinse with plain water.



SANITISE & SPARKLE







MICROCLEAN

ANCE

IFB essentials

REMOVE

MICROCLEAN Kitchen Appliance Cleaner

Did you know that food residue inside a microwave leads to greasy deposits, unpleasant odours and bacteria formation? Here's the best way to avoid it.

IFB essentials **MICROCLEAN** is a spray-on cleaner that thoroughly sanitises the inner cavity of your microwave oven by killing 99.9% germs, removing food stains and grease. It also works very well for cleaning the outer body of your microwave and other kitchen appliances for a spotless look.

FEATURES

- A specialised formulation, it delivers dual benefits of shine and hygiene.
 Equally suitable for cleaning the inner cavity and outer body of kitchen appliances.
- Removes food odour and completely sanitises, maintaining an ideal hygiene standard.
- It is 100% appliance friendly.

OOSAGE GUIDE

 Turn the nozzle to spray or stream position, keep the bottle upright and spray from a distance of 12–15 cm.

250ml

- Allow to soak for 5 minutes, wipe and clean. Leave the door open for 5 minutes and start using the microwave.
- Can be used on outer surfaces, glass surfaces and inner compartments.

CAUTION Remove the microwave plug from the socket while cleaning.



A range of dish care products that keep your dishes sparkling clean!

Put an end to dishwashing chores!

From an all-in-1 dishwasher tablet that makes doing the dishes simple, to detergents that help cut through tough grease, an eco-friendly salt to remove limescale deposits and a rinse aid that makes dishes as good as new, we've got you shining with **IFB** essentials.





Dishwasher TABLETS

30tabs

Looking for a dish care all-rounder?

IFB essentials Dishwasher Tablets are an all-in-1 care solution for your dishwasher. It helps to remove grease and stains, leaving utensils sparkling clean. It works well with hard water for a perfect wash, making your dishes lemony fresh!





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IFB essentials

AUTODISH Dishwashing Detergent

1kg

Are masala stains and greasy food tough to remove?

Not any more! You now have a detergent that's designed to clean your Indian utensils such as kadais and pans.

Formulated specially for automatic dishwashers, **IFB** essentials **AUTODISH Dishwasher Detergent** is an enriched formula that helps remove tough stains from your dishes, delivering flawlessly sparkling utensils and glassware.

FEATURES

- Suitable for all types of automatic dishwashers. It is equally effective in removing dried stains from utensils and crockery.
- 100% appliance and environment friendly.

APPLICATION

Fill the dispenser of your dishwasher with the product as per directions given in the appliance's user manual.

Use extra detergent in case of hard water.









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AUTODISH Dishwashing Salt

1kg

Did you know that hard water affects most appliances -even your dishwasher?

Metallic impurities adversely affect your machine and its performance, which leads to it consuming more detergent and energy.

IFB essentials **AUTODISH Dishwasher Salt** helps reduce the hardness of water and protects your dishwasher from limescale deposits. Its regular use keeps dishwashers corrosion-free and decreases detergent consumption.



- A unique granular structure, designed to provide consistency and uniform action.
- Suitable for all types of automatic dishwashers.
- 100% appliance and environment friendly.

APPLICATION

Fill the dispenser of your dishwasher with the product as per directions given in the appliance's user manual.







200ml

Cloudy smudging on your glasses?

Whether it's your heirloom crystal dinnerware or your favourite wine glasses, we all want our utensils to shine and look brand new, even after repeated usage.

IFB essentials **AUTODISH Dishwasher Rinse Aid** prevents the formation of water spots and streaking on your glasses and dishes. It also helps in quick drying and provides an extra sparkle to them.



- Suitable for all types of automatic dishwashers.
- Its unique formulation improves drying performance and ensures a spotless shine on glassware and dishes with every wash.
- 100% appliance and environment friendly.

46 APPLICATION

Fill the dispenser of your dishwasher with the product as per directions given in the appliance's user manual.







IFB essentials

TOTAL FRESH All-in-1 Dishwasher Care





26 WASHES

TOTAL FRESH All-in-1 Dishwasher Care

1unit

A weird smell, an unusual stink? Not anymore! Rid your dishwasher of unpleasant odours once and for all!

IFB essentials **TOTAL FRESH** is an eco-friendly dishwasher deodoriser and freshener with the goodness of natural citrus oils. It removes unpleasant smells and keeps your dishwasher lemony fresh round-the-clock.

FEATURES

- Works during the wash cycle to keep your dishes as well as dishwasher fresh.
- A single leaf lasts up to 26 wash cycles.
- It is suitable for all types of automatic dishwashers and 100% environment friendly.

APPLICATION

- Remove Total Fresh hanger from wrapper.
- Hang the freshener onto the upper rack or place it on the upper rack of the dishwasher.
- Operate the machine as per the user manual.



hygiene care

Worried about germs?

We understand the need to keep you safe and protected at all costs.

IFB essentials lets you santise your hands and every surface you come in contact with to keep you safe every day. Protection is in your hands!



SURFACE CLEANER LIQUID 2-in-1 Kitchen Surface Disinfectant & Cleaner

500ml

Tired of stubborn stains and oily kitchen surfaces? Presenting the all-new IFB essentials SURFACE CLEANER LIQUID with a unique 2-in-1 formula. Just spray, wait and wipe for sparkling, shiny and clean surfaces.

A quick wipe down will leave your countertops free of any stain, grease, spills and spots. It also stops harmful bacteria build-up as it disinfects and sanitises the surface. This must-have product is an instant and effortless solution for your kitchen. Try it out now!

BEATURES

- It's specially formulated to take care of common stains on kitchen surfaces including cooktops.
- Effectively disinfects surfaces to make them 99.9% germ-free in just 30 seconds.
- Leaves a refreshing citrus scent.

dosage GUIDE

- Turn the nozzle to the Spray/Stream position, and keep the bottle upright.
- Spray the product.
- Wait for 30 seconds, then wipe clean.

CAUTION Keep away from direct flame. Do not mix with bleach or other household chemicals.



INDOORS

ectant



IFB essentials surface disinfectant spray



lemon fragrance

SURFACE DISINFECTANT SPRAY

Did you know you can come into contact with up to 60,000 types of germs and bacteria on every day? Most of them are found on surfaces such as door handles, tables, packages and more.

Protect your home and yourself with IFB essentials Surface Disinfectant Spray that instantly cleans surfaces without the need for wiping.

FEATURES

- Instantly kills 99.9% of germs.
- Easy, convenient spray nozzle that protects you while giving your surfaces a lemony fresh scent.



APPLICATION

- Shake the can well.
- Hold it 15–20 cm from the pre-cleaned surface and spray it till is covered in mist.

170g

- Allow to air dry.
- Do not use on silk, rayon, acetate, satin, brass, copper, aluminium, corian, painted, shellacked, lacquered, varnished, polished or acrylic surfaces.
- Do not oversaturate fabric with the spray contents when using on soft surfaces.
- Always test for suitability on a small, inconspicuous area prior to use.



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Net Val 60 ml

HAND SANITISER 60ml

Concerned about germs at home and in public places?

Protection is essential! A pocket-sized bottle is extremely handy and offers a quick solution when you need it the most.

IFB essentials **Hand Sanitiser** can be used anytime, anywhere! It kills 99.9% germs, keeping you and your loved ones safe. It's effective on germs, bacteria and viruses while being gentle on your hands.

FEATURES

- Ayurvedic formulation with aloe vera, neem, tulsi and nimbu.
- 70% alcohol that makes your hands completely hygienic.
- Premium musk fragrance.

APPLICATION

Use 0.5 to 1 ml (1 to 2 drops) on your palm and rub slowly until dry.

*Available in sizes of 60 ml, 500 ml and 5 L





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Funny smells? Humidity?

We're giving you aromas in the air indoors!

Let soothing scents waft and float through your home with **IFB** essentials range of air care that keeps every room fresh and free of airborne pollutants.



FLORAL HARMONY Aroma Diffuser

Love using essential oils, candles and mists?

Let your AC make your home smell floral and fragrant!

IFB essentials Aroma Diffusers are the perfect accessory for your FastCool AC. Switch on a fragrant scent and keep your indoors blissfully fresh.

FEATURES As the final step of the 7 Stage Air Treatment, this aroma diffuser infuses all day freshness and a floral scent into the air!



APPLICATION

- Remove the diffuser from the pack and insert it carefully in the dust mesh locks.
- For optimum performance, use both diffusers of the same fragrance.
- Do not open the pack before installation.
- The life of the diffuser depends on usage patterns and external conditions.
- For optimum performance it is recommended to replace the diffuser
 every 3-4 weeks.*

*If used 8 hours/day.





OCEAN FRESH Aroma Diffuser

1unit

Feel like a walk on the beach?

Let your AC to make your home smell fresh and breezy!

IFB essentials Aroma Diffusers are the perfect accessory for your FastCool AC. Switch on a fragrant scent and keep your indoors blissfully fresh.

FEATURES As the final step of the 7 Stage Air Treatment, this aroma diffuser infuses all day freshness and an aqua scent into the air!

APPLICATION

- Remove the diffuser from the pack and insert it carefully in the dust mesh locks.
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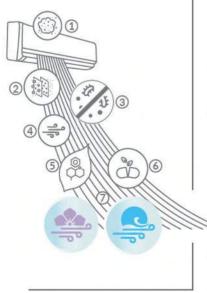
FLORAL HARMONY + OCEAN FRESH Aroma Diffuser Combo

What mood are you in today?

You can now get your AC to make your home smell flowery, like a spring garden or breezy, like the calm sea.

IFB essentials Aroma Diffusers are the perfect accessory for your FastCool AC. Switch on a fragrant scent and keep your indoors blissfully fresh.

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LAUNDRY Front Load | Top Load | 100% Clothes Dryer KITCHEN Dishwasher | Microwave Oven | Chimney | Built-in-Hob | Built-in-Oven LIVING Air Conditioner





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