

Fashion TRENDS

Help Stop Colors From Fading And Running

(NAPSA)—Where fashion is concerned, sometimes it seems that the world can be divided in two—those who love black and those who prefer pink, peach and powder blue.

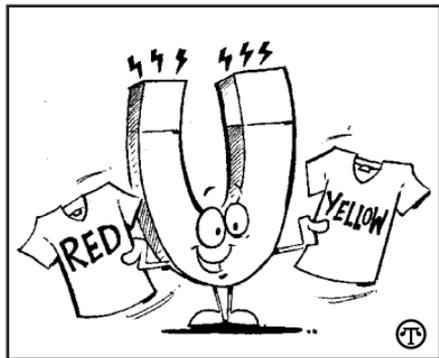
Whichever you are, you want to avoid fading and running. It used to be that the only choice was to dry-clean or carefully hand-wash anything that wasn't pure white. Now two new products can keep dyes where they belong—on the clothes.

There are actually many different shades of black. To help keep them what they should be there's Woolite Dark Laundry Fabric Wash, a gentle product that is specially created to help minimize fading. It helps maintain the color of black and shades of navy, brown, wine and purple.

Colors can run onto other colors, often with disastrous results. New Woolite Dye Magnet is a special laundry additive that is made to trap loose dye and grunge in the wash, before it transfers to your clothes. It's a disposable sheet that changes color during the wash cycle, as it traps the dye that would ordinarily end up on your clothes. These sheets are designed for virtually every type of machine-washable clothing, in all kinds of machine conditions, so your bright fashions stay that way.

Here are some tips on clothing care that apply to all washable garments, whatever the color.

- Treat stains immediately



A new laundry additive traps the colors that can run from one garment to another in the wash.

with water. Blot, don't rub, from the reverse side of the fabric, using a clean, white cloth. Then wash or dry-clean them as soon as possible.

- Always read the care label for instructions. If the label says Dry-Clean or Hand-Wash, but not Dry-Clean Only or Hand-Wash Only, and the garment is simply constructed, you may have the option to wash it in the gentle cycle. Before washing, test the garment for colorfastness by placing the edge of an inner seam or hem on a paper towel. Saturate a cotton swab with cool water and press down firmly on the fabric. If no color bleeds onto the paper towel, you've just saved yourself a trip to the dry cleaner.

- Finally, treat your clothing and fabrics gently. Avoid high heat in the wash and dry cycles, and spot clean when possible.