

News of Women

Wash and Fear?

(NAPSA)—Women may be a lot more anxious than anyone suspected.

It seems that even though they do an average of five loads of laundry a week, according to a recent survey, women still worry whether they're doing something so wrong that they'll wind up ruining their clothes. Almost half of those surveyed said they had trouble knowing which cycle to pick, one out of four were clueless as to which colors could be washed together, and—a sign of pure fear—the one thing these women were sure of is that they'd rather “go to the dentist” than damage their favorite clothes in the washer.

Adding to their anxiety, 30 percent of women actually spend more time doing laundry than making love.

And laundry also eats up more of their time than talking on the phone with friends or preparing meals.

Of course, one way around such nervousness is to heed the advice of the WOOLITE® Fashion and Fabric Care Council. The Council says the washing machine's gentle



A survey found women spend more time doing laundry than talking on the phone or making love.

cycle is the ultimate way to clean all your favorites, even wools and cashmeres—while the majority of women would never dare wash these fabrics in the machine. Detergents such as WOOLITE® Fabric Wash are designed specifically for the gentle cycle of washing machines and won't cause fading, stretching or shrinking, so your clothes keep looking like new.

The survey, conducted by Leflein Associates, Inc., quizzed more than 1,000 women ages 25 and up. For more information, visit www.woolite.com.