



Colors that stay and don't fade away

## High IQ® Lasting Color Performance Assurance

- Lasting Color is a quality assurance scheme based on home laundry tests specifically researched and developed by Huntsman
- Retains a garment's exciting vibrant colors and dark shades even after repeated washing thanks to specially selected dyes
- Reduced risk of color staining other garments during washing
- Suitable for EU and US home laundering programs



Durable  
performance



Colors won't  
wash out or fade

bluesign®  
APPROVED



Longer lasting  
garments



Sustainable and  
economical

Visit [www.high-iq.com](http://www.high-iq.com) to learn more about High IQ® effects.



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HIGH IQ® LASTING COLOR

Colors that stay and don't wash away



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## Clothes look new, wash after wash

Garments retain their exciting vibrant colors even after repeated washing, thanks to specially selected NOVACRON® dyes. Avoid the disappointment of deep colored garments looking decidedly the worse for wear after repeated washing when you choose the High IQ® Lasting Color program.

### Key Benefits

1. The world's only color retention program that delivers value through color performance
2. Colors that stay and don't fade away
3. Bright shades retain their intensity during the lifetime of the garment
4. Dark shades stay dark, looking newer for longer
5. Longer lasting performance, wash after wash

### The Challenge

Color fading after multiple home launderings:

- Caused by alkaline washing powder containing peroxide and TAED (bleach activator)
- Chlorine content in the water
- Additional impact of mechanical abrasion and intermediate drying
- Colors lose strength and brightness
- Clothes look “washed out”
- Few dyes can meet these requirements

For cotton and cotton-rich garments that are sought after on shelves. Consumers stay happy when their garments keep their pristine look and will come back for more.

## Colors that stay and don't wash away

High IQ® Lasting Color brings not only innovation and quality, but also peace of mind. It ensures garments are made of fabrics that conform to specifications and will meet consumer expectations.

After 20 washes\*

Conventional dyes

powered by  
NOVACRON® Dyes

High IQ® Lasting Color fulfills consumers' need for garments to retain their new, attractive look for much longer.

\*for illustration purposes only