

We have elaborated a terminology table based on:

- The technical terms that are scientifically accurate.
- The results of our customer studies, conducted by an independent market institute. These studies allowed us to identify the terms that
  - o are best understood by customers,
  - o are the most convincing to trigger purchase,
  - o are not misleading and do not foster unrealistic expectations.

TECHNOLOGY

Patented	Nanotechnologies
Invisible technology	Plasma
All used components are certified OEKO-TEX® & REACH	Micro-encapsulation
	Lotus flower (self-cleaning) effect

STAINS

Protects against stains	Water-proof
Resists spots	No stains
Repels liquids	Impossible to stain
Anti-spot / Anti-stain	Avoid all stains
Hydrophobic	
Lipophobic	
Make spots disappear	

PERSPIRATION

Helps evacuate perspiration	Anti-perspiration
Avoids the formation of sweat rings	Anti-bacterial
Avoids yellow stains	Repels bacteria
Avoids unpleasant odors	
Fights perspiration and signs of perspiration	
Repels liquids and the bacteria they carry	

DEVELOPMENT AND PRODUCTION

Developped in France	Produced in France
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CARE

	Rarely needs washing
	Rub to remove spots
	Use stain remover, bleach, whitening agents
See care labels.	Machine-drying
	Authorized dryer OR Dry-cleaning allowed
	No ironing
	Easy ironing
	No creases