norwex®

live cleaner, safer, better.™

JANUARY 2025 AUSTRALIA





Together we can change the world

Over the past 30 years, we've impacted more than 10 million homes. We believe that we all can take small steps to protect our health and the health of future generations by reducing exposure to chemicals in our daily lives. We believe in a cleaner, safer and better way to live – **The Norwegian Way.**

If we had the knowledge and choice, I don't think we'd expose ourselves to harmful chemicals. We don't need to compromise the way we're living our lives.
– Beate Hjeltnes

There's no need for harmful chemicals.

Did you know that many of the toxins in our environment can be found right at home? Here's why you need Norwex.

up to 85%
of outdoor contaminants
are brought indoors in the first four steps.

University of Georgia College of Family and Consumer Sciences
bit.ly/3i6hDO9

85,000+
chemicals
have been created in the last 50 years. Few have been tested for their human health impact.

New York Times nyti.ms/3x0ImQ8

45 different chemicals
have been identified in household dust.

Natural Resources Defense Council on.nrdc.org/3BBSm67

287
different chemicals
were found in the cord blood of newborns.

Environmental Working Group
bit.ly/3xXnsCO

$600
is spent on average per year on cleaning supplies in AU households.

https://bit.ly/AHCPM

almost 800
chemicals
are suspected of interfering with the human hormone system.

World Health Organization: State of the Science of Endocrine Disrupting Chemicals | bit.ly/3wZsU6T

WE'RE TAKING HARMFUL CHEMICALS OUT OF THE EQUATION

We've banned more than 2,700 questionable substances from our product development process.

Visit our mission page to learn about our robust 360° Product Safety Review and discover more ways we're reducing waste, chemicals and plastic in everyday lives.

Kitchen mess? No stress.

Our kitchen cloths and towels do it all *and* keep things looking great.

Diamond Textured Kitchen Towels & Cloths

BacLock® OEKO-TEX®

Perfect for drying dishes, wiping benchtops, soaking up spills and much more, plus they're made from 70% recycled microfibre yarn in a beautiful diamond weave.

Diamond Textured Kitchen Towel

65 cm x 35 cm
new 706031 onyx RRP $31.50

Diamond Textured Kitchen Cloth

35 cm x 26 cm
new 707031 onyx RRP $15.50

save with sets & trios

SAVE $5.00

Kitchen Towel & Cloth Set

1 each: Kitchen Towel, Kitchen Cloth

726 onyx
10% Off Retail price: ~~$47.00~~ $42.00

Kitchen Cloth Trio

SAVE $5.00

3 each: Kitchen Cloths

727 onyx
10% Off Retail price: ~~$46.50~~ $41.50

706031
Diamond Textured Kitchen Towel, onyx

707031
Diamond Textured Kitchen Cloth, onyx

MICROFIBRE 2 YEAR WARRANTY

All Norwex Microfibre products carry a two-year warranty. For details please visit: **norwex.com.au/the-norwex-guarantee/**

Made of recycled microfibre yarn.

BacLock® Contains BacLock®, our exclusive antibacterial agent for self-cleansing purposes only. The agent is solely designed to inhibit bacterial odour, mould and mildew growth within the product. BacLock® does not protect people from disease-causing pathogens.



Counter Cloths

BacLock® OEKO-TEX®

Who needs paper towels? These ultra-absorbent, reusable cloths quickly pick up spills and messes in the kitchen, bathroom – really anywhere. Best of all, each set is made from 70% recycled microfibre yarn and contains the equivalent of two 500 ml plastic bottles.

28 cm x 13 cm
new 307426 onyx RRP **$30.00** set of 3



Norwex Counter Cloth House

Black, open-frame metal wire box.

Holds up to 12 Counter Cloths.

24 cm x 14.9 cm x 8.5 cm
370500 RRP **$29.50**

So long, single-use!

Sustainable storage options reduce plastic waste.

Smarter, safer food prep for you and your family.



microwave safe

oven safe to 190°

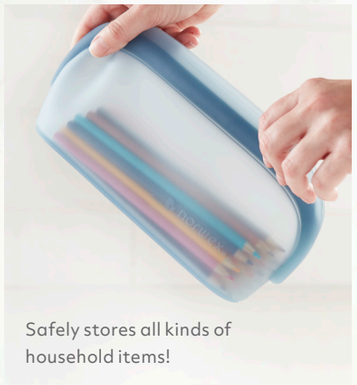
freezer safe

new Reusable Silicone Bag BacLock®

Great for leftovers and more, this sturdy bag's self-locking tabs seal in freshness and flavour. The high-quality, 100% food-grade silicone is oven-, microwave- and freezer-safe, and its "stand-up" design keeps even soups and gravies stable while heating. 1-year warranty.

Small 920 ml 358049 RRP $37.50
Large 1960 ml 358051 RRP $42.50

*When following proper care and use instructions. **BacLock® is an antimicrobial agent solely intended to protect and self-clean the cloth by inhibiting growth of odour-causing bacteria, mould and mildew. BacLock® does not protect people from disease-causing pathogens.



Safely stores all kinds of household items!

SAVE $8.00

save with the set

new Reusable Silicone Bag Set

1 each: Large Reusable Silicone Bag, Small Reusable Silicone Bag

725 10% OFF Retail price: ~~$80.00~~ $72.00

The party's where the heart is

Sharing Norwex is rewarding, fun and easy – plus you'll help others live without harmful chemicals

Hosting benefits you and your friends

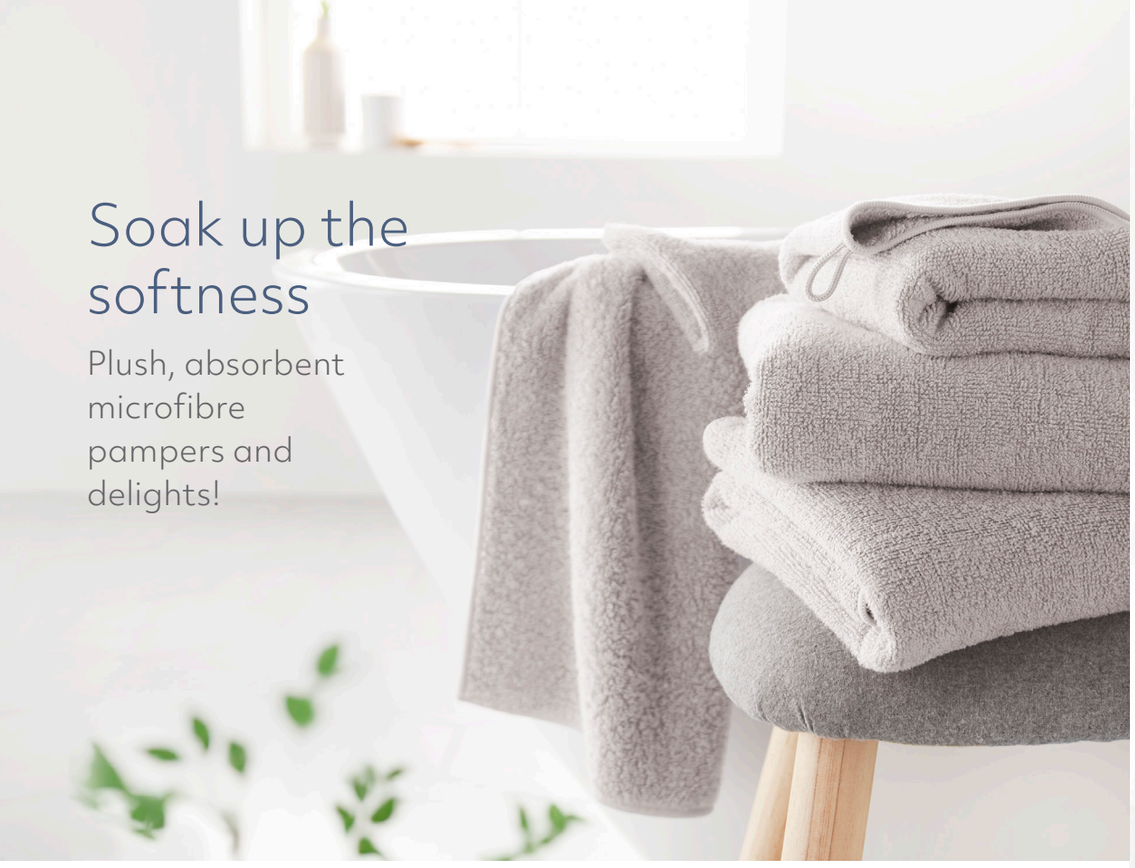
Host Rewards
You earn free products, free shipping and more.

Help Others
Your friends can live cleaner, safer, better.

Support a Small Business
Each order supports your Consultant's business.

Soak up the softness

Plush, absorbent microfibre pampers and delights!



new Lyocell Microfibre Plush Collection BacLock®

Ultra-absorbent and quick-drying microfibre meets sustainable wood cellulose from Forest Stewardship Council (FSC) certified sources in this super-soft material.

Bath Towel

140 cm x 70 cm
743004 heathered oatmeal RRP **$79.50**

Hand Towel

70 cm x 35 cm
742004 heathered oatmeal RRP **$37.50**

Body and Face Pack

35 cm x 35 cm
745004 heathered oatmeal RRP **$42.50** pack of 3

save with the set

SAVE $24.00

new Lyocell Microfibre Plush Towel Set

2 Bath Towels, 1 Hand Towel, 1 Body and Face Pack

728 heathered oatmeal
10% OFF Retail price:
~~$239.00~~ $215.00



Microfibre + naturally derived lyocell create luxurious perfection!

Power up your laundry routine

Choose superior Norwex laundry solutions for your brightest, whitest clothes and linens. Better for your laundry, your family and the planet.



new PowerZyme™ Laundry Detergent

This powdered detergent's four powerful enzymes and plant-based surfactants effectively eliminate the toughest stains, odours, grease and grime*. Your family's laundry comes out super clean and fresh smelling – with no worry about harmful chemicals ever touching their skin or entering waterways. USDA certified 91% biobased.

1kg 600071 RRP **$50.00**

- Powerful enzymes target stains, oils and odours
- Superior to leading competitors in cleaning power
- Biobased content from plants and other sources

*Not recommended for use on silk or wool. Follow garment label instructions for silk and wool.

Want to save money?

Join Autosave and receive a discount on recurring orders.

Want to enjoy a more sustainable way of living while helping others?



Join our caring community

Link arms with a global group of Consultants committed to leading positive change for families, communities and the planet.

Start your journey to live cleaner, safer, better while making a difference.

A mission with meaning

We're helping families around the world reduce chemicals and single-use waste through our easy-to-use, earth-friendly products.

HOW NORWEX IS MAKING A DIFFERENCE

12 million+ plastic water bottles saved from landfills, thanks to microfibre products made from 50% – 91% recycled microfibre yarn.



1.8 billion+

straws saved from becoming plastic pollution through sales of our Stainless Steel Drinking Straws.

Sales since 2014.



572 million+

dryer sheets saved from landfills, thanks to our Fluff and Tumble Dryer Balls.

Sales since 2019.



697 million+

paper towel rolls saved from landfills through Counter Cloth sales.

Sales since 2018.

We offer more than earth-friendly products – we're changing lives.

Did you know?

80+

chemicals

can be eliminated from your home with the Safe Haven 5 Kit.

Ask me how.

26+ paper towel rolls

can be saved per year by replacing with Norwex Microfibre.

Host a party and earn free products!

It's easy! Share the products you love and help your friends and family reduce chemicals in their everyday lives.

Join us

Discover all that Norwex can mean for you by joining us today!

Ask me how.



new Counter Cloths, onyx + Norwex Counter Cloth House both sold seperately on page 5

Direct Selling Australia

Norwex Australia Pty Limited,
PO Box 408, Deception Bay, QLD 4508
Ph: 07 3204 9444 Web: www.norwex.com.au | ABN: 85 129 561 262

For the most up-to-date product information, please contact your Norwex Consultant.

Visit www.norwex.com.au