

# With ELN's Aloe Anti-Microbial Treatment We Now Have a Natural Choice

## Synthetic Chemical Antimicrobials No Longer Necessary

*A leading textiles journal recently warned against the use of chemical anti-microbial agents, noting that their non-specific targeting action, harmful side effects, and water pollution were all causes for serious concern.<sup>1</sup>*



### The Benefits of Microbial Resistant Textiles

In recent years, manufacturers have responded to consumer demand for better textile hygiene with an array of antimicrobial fabric treatments.

Such treatments have for the most part succeeded in reducing the transmission of various bacteria, viruses, and fungi that can compromise cleanliness, freshness, fabric integrity, and human health.

### Chemical Antimicrobials: The Best Solution?

Yet, so far these highly desirable antimicrobial benefits have been won solely by means of chemical finishing agents, such as triclosan,<sup>2</sup> ammonium compounds, salts, and metals—substances that put the planet and ourselves at risk.

In response to these risks, several textile researchers have sought alternative ways to provide the antimicrobial protection we need without these detrimental effects on the environment and on human health.

And recently, new research has led

to the discovery of an effective natural antimicrobial treatment derived from the aloe vera plant.

### The Sensible Alternative: ELN's Aloe Vera Natural Antimicrobial Protection

Several new studies rank this new aloe vera extract as either the best or one of the best eco-friendly antimicrobial treatments available for textile use. Typical of the results showing aloe vera's antimicrobial effectiveness was a university study<sup>3</sup> that concludes:

**“The treated cotton fabrics have shown excellent antimicrobial activity. . . . The wash durability of the treated sample was found good even after 50 washes.”**

With ELN Living's aloe treated fabrics, we no longer have to choose synthetic chemicals when we want antimicrobial protection. ELN Aloe Vera means that the fabrics we put next to our skin are the healthiest, freshest, most hygienic, and longest lasting they can be. Finally, the choice is natural.

<sup>1,3</sup> For details, write to us at [info@elnliving.com](mailto:info@elnliving.com).

<sup>2</sup> Currently under review by the FDA and Health Canada, triclosan is a chlorinated aromatic compound contained in antimicrobials sold under several trade names, including Microban, UltraFresh, Amicor, and BioFresh.



LOOK  
for the  
ELN Living  
aloe antimicrobial label  
[exceptionallifestylenow.com](http://exceptionallifestylenow.com)

