



Why Choose Charlie's Soap?

- **Family owned and operated company based out of North Carolina since 1976.**
- **Charlie's Soap bridges the gap between industry strong and family safe.** You will not find another cleaner on consumer shelves with our kind of history.
- **7 Products**
 - Laundry Powder: 1 tablespoon per load, zero fillers, pennies per wash.
 - Laundry Liquid: 1 ounce per load, zero fillers, pennies per wash.
 - Indoor/Outdoor Surface Cleaner, Kitchen & Bath Household Cleaner, Laundry Pre-Spray (for pre-treating spots on laundry): Safe for any washable surface or fabric, zero fillers
 - Booster & Hard Water Treatment: tackles hard-water problems without leaving a scale.
 - Oxygen Bleach. Chlorine-free bleach that whitens whites and loosens embedded stains.
- **Simple, earth-friendly, non-toxic, but still cleans**
 - **Zero** caustics
 - **zero** abrasives
 - **zero** perfume
 - **zero** dyes
 - **zero** brighteners
 - **zero** chlorine bleaches
 - **zero** preservatives
 - **zero** enzymes
 - **zero** clays
 - **zero** oils
 - **zero** foaming agents
 - **zero** fabric softeners
- **Tested and Proven**
 - **Biodegradable.** Smaller dose and more readily biodegradable than the leading brand.
 - **Effective** on a wide variety of soils
 - **Clean Rinsing** and hypoallergenic
 - **Non-toxic**
 - **Works in any machine** (even HE) at any temperature on any washable garments.
- **A Value based Green.** Green is more than just being biodegradable. **(Laundry Detergents)**
 - It means saving the customer money in the long run.
 - It means working on most any stain and most any garment.
 - It means keeping the clothes, you, the machine AND the environment safer.
- **Green is OK, but you have to CLEAN (Surface Cleaners)**
 - Clean pretty much any kind of stain off of everything from False Teeth to Diesel Engines.
 - Be tough on dirt, but gentle on surfaces, you, AND the environment.
 - Two cleaners can replace many cleaners under the kitchen sink.
- **Think Nationally while Acting Locally**
 - Our local success has driven our national success.
- **Spins ranking 2013 in Specialty, Natural, and traditional grocery outlets:**
 - #12 overall category brand
 - #3 Laundry Powder
 - #11 Laundry Liquid
 - #17 Cleaners
 - Our customers' fanaticism is what drives our success... because it works.
- **Online retailers create brand loyalty that then feed their local brick and mortar location.**

<http://www.charliesoap.com/companyinfo.html>

<http://www.charliesoap.com/research.html>

<http://www.charliesoap.com/faq.html>



Average Customer Review [4.5 out of 5 stars](#) (864 customer reviews)

This review is from: Charlie's Soap Laundry Powder, 2.64-Pounds (Health and Beauty)

5.0 out of 5 stars **Love this!**, September 5, 2013

By [Candace Williams](#) - [See all my reviews](#) **Amazon Verified Purchase** ([What's this?](#))

I also use cloth diapers and it helps get them extra clean. I love Charlie's Soap! I clean all of our clothes with this and they seem much cleaner. I also have a septic system and feel like its much better for that purpose!

5.0 out of 5 stars **Great!**, September 4, 2013

By [Judith P. Meier](#) - [See all my reviews](#) **Amazon Verified Purchase** ([What's this?](#))

Laundry is clean, fresh smelling and it feels good to be doing something to help our environment. So glad it's "he" approved.

5.0 out of 5 stars **Winner for life**, September 3, 2013

By [Pen Name](#) - [See all my reviews](#) **Amazon Verified Purchase** ([What's this?](#))

Always great results with the Charlie's soap laundry detergent. I used this when my boys were using cloth diapers and still love them for all of my households laundry needs. It leaves my clothes smelling fresh and clean. Not masked by heavy perfumes.

5.0 out of 5 stars **Best detergent ever!**, September 3, 2013

By [Melissa Caro](#) - [See all my reviews](#) **Amazon Verified Purchase** ([What's this?](#))

We use cloth diapers and Charlie's Soap was the suggested laundry detergent. I am in love with this detergent! We originally purchased it with the diapers in mind, but now we use it for everything. If you have a tough stain, Charlie's Soap will get it out.

5.0 out of 5 stars **Telling my friends**, September 3, 2013

By [New Chapter](#) - [See all my reviews](#) **Amazon Verified Purchase** ([What's this?](#))

I will be purchasing this for Birthday and Christmas gifts for my family & friends, with the hope they will stop using conventional detergents and use Charlie's!!

5.0 out of 5 stars **Great Laundry Soap**, September 3, 2013

By [Lwillis200](#) - [See all my reviews](#) **Amazon Verified Purchase**([What's this?](#))

Bought on recommendation from a friend. We were looking for something that was "GREEN" and Non Allergenic. Works as advertised. Non Allergenic, etc.