



ECO-HUMAN FRIENDLY

# ECOLOGICAL CLEANING











Life by Fakir which sets out with the value given to the nature and people meets its consumers with its natural ingredients, environmentally friendly and ecological products in the laundry and dishwashing category.

Life By Fakir which has crowned its determination on nature protection with Vegan and Ecomark certificates bear the responsibility to leave a healthier World to future generations by developing safe products for all components of the nature.

A brand that aims to meet consumer expectations with natural ingredients and superior cleaning claims contributes to a healthier life for you and your loved ones with biodegradable herbal and natural origin ingredients.





# Baby Series

SENSITIVE CONTENT  
SPECIFIC TO YOUR BABY





# Natural Baby Granule Matic Soap

- It has been specially developed for the laundry of babies and adults with sensitive skin.
- Made from 100% vegetable oils
- You can safely use it in your baby's laundry from the first day.
- Easily cleans tough stains and dirt on your baby's laundry.
- Suitable for vegans.
- It dissolves quickly in water, does not leave traces and residues on the laundry.
- Life by Fakir is a 1st class granular soap.



Made  
from 100%  
Vegetable  
Oils



1000g

20 Washes





# Herbal Based Liquid Baby Laundry Detergent

- It has been specially developed for the laundry of babies and adults with sensitive skin.
- With the effective herbal formula it contains, it allows easy removal of stains such as baby food, fruit and milk.
- It is easily rinsed with its herbal liquid formula and does not leave any residue on the laundry.
- Suitable for vegans.
- It is suitable for use for both colored and white laundry.
- It does not contain harmful chemicals such as GMO, Sles, Chlorine, Paraben.



1.5 L

30 Washes





# 100% Herbal Based Concentrated Baby Laundry Softener

- Contains 100% plant-based active ingredient
- It has been specially developed for the laundry of babies and adults with sensitive skin.
- Suitable for vegans.
- Your baby's laundry will be soft and smell sweet.
- You can use it safely from the first day of your baby.
- During the production phase of Life by Fakir Concentrated products, 75% less water is used compared to non-concentrated ones. This means saving tons of water annually.
- It is suitable for both machine and hand washing.



PAINT-FREE

75% WATER  
SAVING IN THE  
PRODUCTION



1.5 L

60 Washes







# Washing and Dishwashing Series

NATURAL INGREDIENT SUPERIOR CLEANING





# 100% Herbal Based Natural Powder Laundry Detergent

- Life by Fakir Powder Laundry Detergent provides superior cleaning thanks to its high performance stain removal power with natural content.
- Life by Fakir is environmentally friendly. The active ingredients in the product are biodegradable in nature.
- It does not contain perfume, dye, SLES, paraben, chlorine and similar harmful chemicals.
- Suitable for sensitive skin.
- Suitable for vegans.
- It has Vegan and Ecomark certificates that are friendly to nature and people.
- 1 Box of Life by Fakir Natural Powder Laundry Detergent does 30 washes.



APPROPRIATE  
FOR SENSITIVE  
SKINS



PAINT-FREE



FOR  
COLOURFUL  
AND WHITES



PERFUMELESS



1.5 Kg

30 Washes



# 100% Herbal Based Liquid Laundry Detergent

- With Life by Fakir Liquid Laundry Detergent, which contains 100% plant-based active ingredient, you can wash your family's laundry with peace of mind while protecting nature.
- With its high performance patented formula, it easily removes stains, rinses quickly, does not leave any stains.
- It can be used for all colored, white and delicate laundry.
- Suitable for vegans.
- It does not contain petroleum derivative active substance.
- Does not contain paint
- Dermatologically tested.
- It is suitable for both machine and hand washing.



FOR  
COLOURFUL  
AND WHITES



PETROLEUM-  
DERIVED FREE



PAINT-FREE



1.5 L

30 Washes





# 100% Herbal Based Concentrated Laundry Softener

- With Life by Fakir Liquid Laundry Detergent, which contains 100% plant-based active ingredient, you can wash your family's laundry with peace of mind, while protecting nature.
- With its high performance patented formula, it easily removes stains, rinses quickly, does not leave any stains.
- It can be used for all colored, white and delicate laundry.
- Suitable for vegans.
- It does not contain petroleum derivative active substance.
- Does not contain paint
- Dermatologically tested.
- It is suitable for both machine and hand washing.



PAINT-FREE

75% WATER  
SAVING IN THE  
PRODUCTION



1.5 L

60 Washes





# Ecological Dishwashing Tablet Detergent

- Life by Fakir Ecological Dishwasher Tablet Detergent does not contain harmful chemicals such as GMO, Phosphate, SLES, Paraben, Chlorine, and preservatives. With its powerful oil remover formula, it cleans, shines and protects against lime with its 5-in-1 effect. It makes your glass and glasses sparkling. It polishes steel.
- You can use it safely for your whole family.
- It dissolves in nature, does not pollute the environment
- Does not scratch the dishes, leaves no residue
- Suitable for vegans.



## NOTES

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and extend across the width of the page. In the top right corner, there is a decorative graphic element consisting of overlapping curved shapes in shades of teal and green.











# ECO-HUMAN FRIENDLY ECOLOGICAL CLEANING



**SARUHAN**

ŞİRKETLER GRUBU  
GROUP OF COMPANIES

## Saruhan Plaza

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## Kimya Kompleksi

Velimeşe Organize Sanayi Bölgesi 233. Sokak  
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**SARUHAN**

KİMYA VE TEMİZLİK ÜRÜNLERİ SANAYİ TİCARET A.Ş.  
CHEMICAL & CLEANING PRODUCTS INDUSTRY TRADE CO. INC.



*Ka*litest *Ka*litest *Ka*litest  
OHSAS 18001 ISO 14001:2015 ISO 9001:2015