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Rethink Tomorrow

CLEANING SOLUTIONS
– ODOR CONTROL

Novozymes Freshen™ Free

Removes odors at their source for long-lasting odor control

Freshen Free is an effective odor control solution for a wide range of malodors found on hard surfaces and fabrics, indoors and outdoors. The advanced chemistry of Freshen Free captures malodors for immediate odor control, while the beneficial microorganisms degrade odor-causing organics. Freshen Free eliminates odors at their source for long-lasting odor control.

The benefits of using Freshen Free

Effective, long-lasting odor control

- Fast odor elimination by effective neutralization of a wide range of malodors
- Capture and degradation of odorous molecules and odor-causing organics for long-lasting, in-depth odor control

Superior performance

- Superior performance on cat urine odor compared to competitor products

Advanced microbial technology

- Beneficial microorganisms for optimal and long-lasting odor control

Certification

- EcoLogo™-certified formulation

Novozymes is the world leader in bioinnovation. Together with customers across a broad array of industries we create tomorrow's industrial biosolutions, improving our customers' business and the use of our planet's resources.

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Performance on various malodors

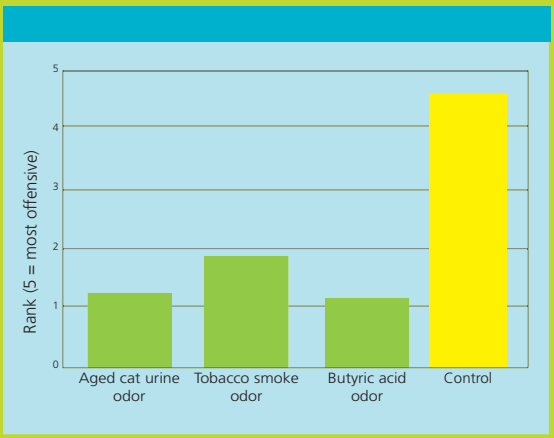

Fig. 1. Novozymes Freshen™ Free demonstrates effective control of cat urine, tobacco smoke, and butyric acid (sweat and garbage) odors.

Comparative performance on cat urine odors

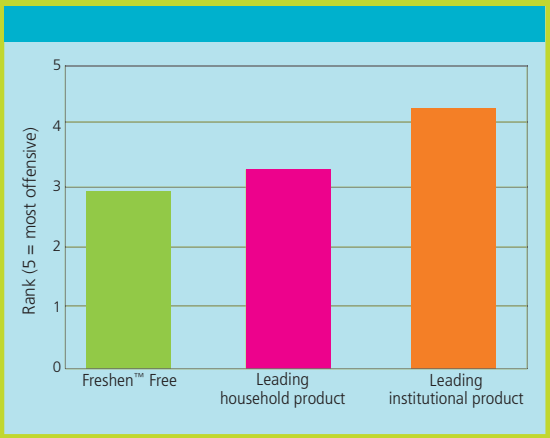

Fig. 2. Novozymes Freshen™ Free controls cat urine odors comparably to a leading household brand and better than a leading institutional brand.

Odor control performance on garbage odors

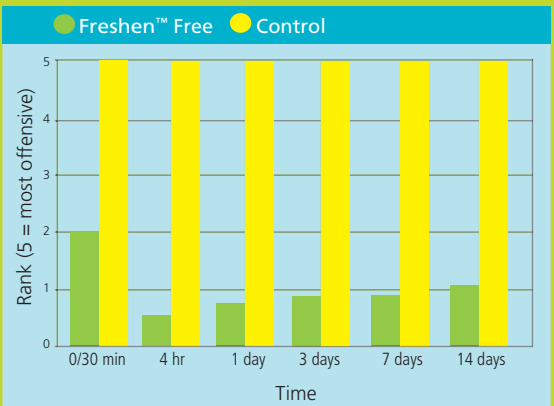

Fig. 3. Test demonstrates the capability of Novozymes Freshen™ Free to reduce garbage malodors after only 30 minutes and continuously for as long as two weeks.

Microbial growth on odorous molecules

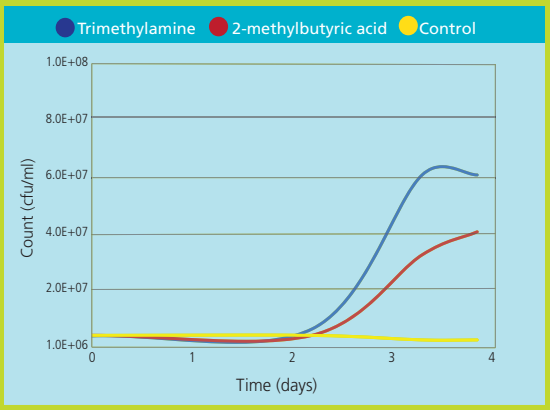

Fig. 4. Novozymes Freshen™ Free beneficial microorganism growth on two odorous molecules as the sole carbon source (2-methylbutyric acid and trimethylamine) after three days.

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