

Less Is More

DO YOU KNOW THE DIFFERENCE?

Concentrated vs. Diluted

There are two types of dish soaps on the market: diluted and concentrated. Diluted soaps are less powerful and call for multiple applications to get the job done right. Concentrated products like Dawn Ultra, have the hard-scrubbing strength you need to remove tough grease and grime from your dishes. Just a single dab does the trick and you'll notice the difference right away. When it comes to concentrated dish soaps there's no doubt...less is more.

THE POWER OF AN OVERNIGHT SOAK - WITHOUT THE WAIT

You're busy and you need a product that does a good job the first time. Concentrated dish soaps produce more suds and clean more dishes, using less product.

No Soak Time. There's no need to add extra steps to your washing routine or wait for the product to penetrate the grime on your dishes. Dawn Ultra works fast and gives you the results of an overnight soak without the wait time!

Added Sparkle. Give your dishes a bright, finishing touch. The micro-scrubbing enzymes found in Dawn Ultra are what give this power product the ability to clean all types of food messes.

ULTRA CONCENTRATION OUTPERFORMS

Dawn Ultra cleans two times the greasy dishes while suds last*. Now you can get the dishes done faster so you can spend more time doing the things you love. Go ahead, make your favourite home-cooked meals and let the power of Ultra Dawn clean even the toughest of messes quickly and easily.

*per drop vs. leading dishwashing liquid