

Small and mighty

Just one small cap of Persil Small & Mighty liquid detergent will tackle a whole load of dirty washing



Busy mums are in for a treat – a brilliant liquid laundry detergent that packs a punch in the cleaning stakes, but comes in a slimline bottle that's easy to carry, store and pour from. Twice as concentrated as standard dilute liquids, you only need one small capful of Persil Small & Mighty to handle each load. That means 20 sparkling washes from one small bottle – or a massive 42 washes from Persil's new 1.5 litre size of Small & Mighty. That's a whole lot more laundry for your money.

It's also packed with special pre-treating agents that burst into action on contact with water for a really deep clean – even at low temperatures. And as we all want to be greener,

Small & Mighty brings environmental benefits too. Because it's concentrated, the new Persil liquid uses half the packaging and half the water in production, and so half the lorries compared to those needed for standard, non-concentrated liquids. Since its launch a year ago, that equates to a saving of 8.5 million litres of water during production and a whopping 396 tonnes of plastic packaging.

Available in a choice of Bio, Non-Bio, Colour, Aloe Vera and Persil with the Freshness of Comfort, Small & Mighty is available in standard 730ml bottles at £3.69 or the new larger 1.47 litre size at £6.79, giving you even more laundry for less.

