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**PYJAMAS INSPIRE A ECO-LAUNDRY CARE COLLECTION DESIGNED TO PROTECT  
PRECIOUS MEMORIES**

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Sharing a much-loved pair of hand-me-down cotton pyjamas to her children reminded Norfolk Natural Living founder Bella of the importance of caring for life's most precious items. From this thought comes a collection of garment care that enhances the everyday and inspires joy in caring for your favourite clothes and linens. The range is the ideal toolkit to cleanse and refresh all of the family's clothes: from the babies favourite blanket, to her everyday cotton tee. Handmade in small batches to ensure maximum potency from the plant-derived active ingredients, this natural garment cleansing edit is a revelation for laundry care.

**If you would like more information about this topic, please call Ross on 01406  
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Digging up an adorable pair of family hand-me-down cotton pyjamas, that have only stood the test of time because of the love and care they've received, made Bella Middleton think about the longevity of her and her children's most precious garments. So she came up with a pioneering laundry care collection to enhance the everyday and bring joy to the daily routine. Turning the idea of laundry as a dull, functional chore on its head, instead exploring the importance of preserving those favourite and most precious items. Your best cotton shirt, your favourite bed linen or the most advanced air-wicking sportswear worn on country jogs -all worthy of the finest garment care.

Norfolk Natural Living was created with one aim in mind; to bring a little joy to the daily chores. Inspired by the great outdoors; its lush green fields, rocky coastal paths and bracing sea air. The range, including Fabric Conditioner, Fabric Refresher, Sports Refresher and Linen Mist, come in highly concentrated and effective formulas. Using plant derived ingredients, taking advantage of their natural potency and saying no to synthetic fragrances, phthalates and artificial additives.

It's important to Bella and her team that Norfolk Natural Living is respectful and sensitive to the countryside. Inspired by the stunning natural landscape that surrounds the Norfolk Natural Living's workshop, their recipes wield the power of pioneering scientific research and botanical ingredients, resulting in a collection that's hardworking as well as a pleasure to use.

The result of Bella's research is a meticulously developed plant-based edit for the home. What you'll find in their products is a blend of essential oils, the mildest natural ingredients and carefully crafted, botanical formulas.

**To discuss further, please call Ross on 01406 362633, or email [ross@norfolknaturalliving.com](mailto:ross@norfolknaturalliving.com)**