



Australian Pricing Comparisons
EcoSense®

Pricing Comparisons—EcoSense®

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The pricing comparisons contained in this publication were conducted in April 2008.

Prices are generally at RRP (recommended retail prices) where available. Prices quoted are not promotion or pack prices.

Prices are obtained from either supermarkets (mainly Coles and Safeway in Melbourne), corporate product websites or online shopping websites.

Prices may vary based on location, retail outlet, online shopping websites or promotions.

All Melaleuca prices are in PC (Preferred Customer) prices and inclusive of GST.

Every attempt is made to use comparison products in similar package sizes.

For most products, cost per ml versus gram is used at a 1:1 ratio. This may vary from product to product, but overall, they are generally comparable if the product density is similar.

Every attempt has been made to represent competitor products with the correct brand name, size, weight and pricing. This can change even over the course of three months or may vary based on location.

This data places no judgement on the effectiveness or quality of the competitor products listed. It is simply a factual comparison at the time of printing using publicly available data.

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Home Cleaning—Dish Care

Sub Category: Hand Dishwashing Liquid
 Melaleuca Brand: Lemon Brite® Hand Dishwashing Liquid



| Company | Brand | Price \$AU | ml | ml per Use | No. of Uses | Cost per Use |
|---------------|--|------------|-----|------------|-------------|--------------|
| Melaleuca | Lemon Brite | 9.75 | 828 | 5 | 166 | 6c |
| Morning Fresh | Morning Fresh Dishwashing Liquid Aromatics | 4.26 | 450 | 10 | 45 | 0.9c |
| Palmolive | Palmolive Ultra Dishwashing Liquid | 3.55 | 375 | 10 | 38 | 9c |
| Morning Fresh | Morning Fresh Original Dishwashing Liquid | 4.26 | 450 | 10 | 45 | 9c |
| Reliance | Reliance Ultra Dishwashing Liquid Concentrate | 2.54 | 375 | 10 | 38 | 7c |
| Coles | Coles Dishwashing Detergent Liquid Concentrate | 2.54 | 375 | 10 | 38 | 7c |

Sub Category: Dishwasher Liquid
 Melaleuca Brand: Diamond Brite®



| Company | Brand | Price \$AU | ml/g tablets | ml/g tablet per Use | No. of Uses | Cost per Use | phLevel | Alkaline | Biodegradable |
|---------------|----------------------------------|------------|--------------|---------------------|-------------|--------------|----------|----------|---------------|
| Melaleuca | Diamond Brite | 14.95 | 800ml | 32 | 25 | 60c | Balanced | No | Yes |
| Finish | Finish Dishwasher Liquid | 8.12 | 750ml | 64 | 12 | 69c | High | No | No |
| EcoStore | Dishwashing Powder | 13.95 | 1,000g | 65 | 15 | 91c | - | - | - |
| Finish | Dishwashing Powder | 6.75 | 1,000g | 64 | 16 | 43c | High | Yes | Yes |
| Enviroclean | Dishwashing Powder | 19.95 | 1,000g | 20 | 50 | 40c | - | - | - |
| Kwit | Dishwashing Powder | 6.09 | 1,000g | 64 | 16 | 39c | High | Yes | Yes |
| Coles | Dishwashing Powder | 5.44 | 1,000g | 64 | 16 | 35c | High | Yes | No |
| Ecover | Dishwasher Tablets | 16.95 | 25tbt | 1 tablet | 25 | 68c | - | - | - |
| Morning Fresh | Dishwasher Tablets | 8.16 | 14tbt | 1 tablet | 14 | 58c | High | Yes | No |
| Finish | Finish 5 in 1 Dishwasher Tablets | 8.71 | 15tbt | 1 tablet | 15 | 58c | High | Yes | No |

Home Cleaning—All Purpose

Sub Category: Glass and Stainless Steel Cleaner
 Melaleuca Brand: Clear Power®



| Company | Brand | Price \$AU | Concentrated ml | No. of Mixing Bottles | Mixing Bottle ml | Diluted ml | Cost per Diluted 100ml |
|-----------|--|------------|-----------------|-----------------------|------------------|------------|------------------------|
| Melaleuca | Clear Power (with spray bottle) | 11.40 | 237 | 2 | 710 | 1420 | 80c |
| Armor All | Armor All Glass Cleaner | 9.04 | - | - | - | 500 | \$1.80 |
| Windex | Windex Vinegar Surface and Glass Cleaner | 4.64 | - | - | - | 500 | \$1.62 |
| Windex | Windex Glass Cleaner | 3.82 | - | - | - | 500 | 76c |
| Ajax | Ajax Spray & Wipe Glass Cleaner | 3.25 | - | - | - | 550 | 65c |
| Coles | Reliance | 2.74 | - | - | - | 500 | 54c |

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Home Cleaning—All Purpose

Sub Category: Furniture Polisher
Melaleuca Brand: Rustic Touch®



| Company | Brand | Price \$AU | ml | ml per Use | No. of Uses | Cost per Use |
|------------|------------------------------|------------|-----|------------|-------------|--------------|
| Melaleuca | Rustic Touch | 10.95 | 237 | 10 | 24 | 46c |
| Marveer | Deep Toning Furniture Polish | 8.60 | 200 | 10 | 20 | 43c |
| Aromor All | Armor All Protectant | 8.71 | 250 | 10 | 25 | 35c |

Sub Category: General Purpose Floor Cleaner
Melaleuca Brand: MelaMagic®



| Company | Brand | Price \$AU | Concentrated ml | Dilution ml | Dilution to water | Dilution Ratio | Diluted ml | No. of Half Buckets (5L) or Uses | Cost per Diluted Half Bucket (5L) |
|--------------|--|------------|-----------------|-------------|-------------------|----------------|------------|----------------------------------|-----------------------------------|
| Melaleuca | MelaMagic | 10.75 | 946 | 32 | 4,000 | 1:125 | 118,250 | 24 | 45c |
| Pine O Clean | Pine O Clean Antibacterial Floors & More Floor Cleaner | 4.26 | 750 | 125 | 2,500 | 1:20 | 15,000 | 3 | \$1.42 |
| Domestos | Domestos Cleaner Regular Disinfectant | 4.59 | 750 | 125 | 5,000 | 1:40 | 30,000 | 6 | 76c |
| Pine O Clean | Pine O Clean Floor Direct (Diluted) | 4.90 | 750 | 125 | - | - | 750 | 6 | 81c |
| Coles | Coles Reliance Floor Cleaner | 2.26 | 750 | 125 | 2,500 | 1:20 | 15,000 | 3 | 75c |
| Ajax | Ajax Floor Cleaner With Baking Soda | 4.03 | 500 | 63 | 5,000 | 1:80 | 40,000 | 8 | 50c |
| Handy Andy | Handy Andy All Purpose Cleaner | 3.99 | 750 | 50 | 4,000 | 1:80 | 60,000 | 12 | 33c |

Notes:

- Per standard household cleaning exercise for floors and large washable surfaces.
- All dilution has been based on instructions on competitor bottles.
- Assume that a standard mop bucket is 10 litres. Half a bucket is 5 litres. Standard floor cleaning uses diluted 5 litres.
- Some competitors have disinfectant and non-disinfectant versions. Both are priced the same.

Sub Category: Multi-Purpose Kitchen and General Cleaners
Melaleuca Brand: Tough & Tender® Wipes



| Company | Brand | Price \$AU | No. of Wipes | Cost per Wipe |
|------------|------------------------------|------------|--------------|---------------|
| Melaleuca | Tough & Tender Wipes | 4.50 | 30 | \$0.150 |
| SC Johnson | Windex Surface & Glass Wipes | 3.11 | 20 | \$0.156 |

Sub Category: Multi-Purpose Kitchen and General Cleaners
 Melaleuca Brand: Tough & Tender*



| Company | Brand | Price \$AU | Concentrated ml | No. of Mixing Bottles | Mixing Bottle ml | Diluted ml | Cost per Diluted 100ml |
|--------------|--|------------|-----------------|-----------------------|------------------|------------|------------------------|
| Melaleuca | Tough & Tender (with spray bottle) | 14.70 | 473 | 4 | 710 | 2840 | 52c |
| Ajax | Ajax Professional Degreaser | 6.04 | - | - | - | 500 | \$1.21 |
| Easy Off Bam | Easy Off Bam Universal Degreaser Cleaner | 2.99 | - | - | - | 600 | 50c |
| Herbon | Spray Cleaner | 8.25 | - | - | - | 750 | \$1.10 |
| Mr Muscle | Mr Muscle Grease and Grime | 4.49 | - | - | - | 500 | 90c |
| Pine O Clean | Pine O Clean 4 in 1 Multipurpose Cleaner | 4.35 | - | - | - | 500 | 87c |
| Mr Muscle | Mr Muscle Orange Energy Cleaner Trigger | 4.09 | - | - | - | 500 | 82c |
| Nifti | Nifti All Purpose Cleaner | 4.00 | - | - | - | 500 | 80c |
| Ajax | Ajax Spray & Wipe Multi Purpose | 4.83 | - | - | - | 750 | 64c |

Notes:

- Competitor products are based primarily on general cleaning, not disinfecting.

Sub Category: Bathroom Cleaner (Tile, Shower, Bathtub)
 Melaleuca Brand: Tub & Tile®



| Company | Brand | Price \$AU | Concentrated ml | No. of Mixing Bottles | Mixing Bottle ml | Diluted ml | Cost per Diluted 100ml |
|--------------|---|------------|-----------------|-----------------------|------------------|------------|------------------------|
| Melaleuca | Tub & Tile (with spray bottle) | 14.70 | 473 | 4 | 710 | 2840 | 51c |
| Shower Power | Shower Power Trigger Cleaner | 6.19 | - | - | - | 500 | \$1.24 |
| Easy Off Bam | Easy Off Bam Grime & Lime Power Clean | 6.31 | - | - | - | 500 | \$1.21 |
| Ajax | Ajax Professionals Ultra Bathroom | 6.09 | - | - | - | 500 | \$1.21 |
| Ajax | Ajax Professional Mould Remover | 6.09 | - | - | - | 500 | \$1.21 |
| Exit Mould | Exit Mould Trigger Pack | 5.83 | - | - | - | 500 | \$1.16 |
| Ajax | Ajax Professional Ultra Bathroom Disinfectant | 6.09 | - | - | - | 500 | \$1.22 |
| Pine O Clean | Pine O Clean Shower Scrub | 4.41 | - | - | - | 500 | 88c |
| Pine O Clean | Pine O Clean Basin Bath Tile Cleaner | 4.41 | - | - | - | 500 | 88c |
| Orange Power | Orange Power Cleaner Shower Trigger | 5.04 | - | - | - | 750 | 67c |
| Windex | Windex Shower Cleaner Trigger | 4.69 | - | - | - | 750 | 67c |
| Coles | Reliance Trigger Shower Cleaner | 2.82 | - | - | - | 750 | 38c |

Notes:

- Competitor products are based primarily on trigger packs cleaning soap scum, not liquid disinfectants.

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Home Cleaning—All Purpose

Sub Category: Bathroom and Kitchen Deodoriser
 Melaleuca Brand: Sol-U-Mel®



| Company | Brand | Price \$AU | Concentrated ml | No. of Mixing Bottles | Mixing Bottle ml | Diluted ml | Cost per Diluted 100ml |
|-----------|-----------------------------------|------------|-----------------|-----------------------|------------------|------------|------------------------|
| Melaleuca | Sol-U-Mel (with spray bottle) | 50.90 | 473 | 4 | 710 | 2840 | \$1.79 |
| C L R | C L R Bathroom Kitchen Deodoriser | 12.73 | 750 | - | - | 750 | \$1.70 |

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Home Cleaning—Laundry

Sub Category: Laundry Care System
 Melaleuca Brand: EcoSense® Laundry Pack



| Company | Brand | Price \$AU | ml | ml per Use | No. of Uses per pack | Cost per Use | Cost per month (est 15 uses) | With 17% pack saving |
|-----------------|--|------------|-------|------------|----------------------|--------------|------------------------------|----------------------|
| Melaleuca | Laundry Pack 946ml | 48.50 | | | | | \$18.35 | \$15.23 |
| | MelaSoft | 15.95 | 946 | 14.8 | 64 | 25c | \$3.74 | |
| | MelaPower | 13.55 | 946 | 29.6 | 32 | 42c | \$6.35 | |
| | MelaBrite | 11.95 | 946 | 29.6 | 32 | 37c | \$5.61 | |
| | PreSpot (with sprayer) | 12.50 | 710 | 10 | 71 | 18c | \$2.64 | |
| Melaleuca | Laundry Pack 2.84L | 64.95 | | | | | \$17.14 | \$14.23 |
| | MelaSoft | 15.95 | 946 | 14.8 | 64 | 25c | \$3.74 | |
| | MelaPower | 32.95 | 2,840 | 29.6 | 96 | 34c | \$5.15 | |
| | MelaBrite | 11.95 | 946 | 29.6 | 32 | 37c | \$5.61 | |
| | PreSpot (with sprayer) | 12.50 | 710 | 10 | 71 | 18c | \$2.64 | |
| The alternative | | | | | | | \$27.92 | \$27.92 |
| Cuddly | Cuddly Sunshine Fabric Softener | 3.23 | 1,000 | 100 | 10 | 32c | \$4.85 | |
| Dynamo | Dynamo Laundry Liquid | 6.52 | 1,500 | 100 | 15 | 43c | \$6.52 | |
| Napisan | Vanish In Wash Liquid Stain Remover (Liquid) | 7.33 | 1,250 | 100 | 12.5 | 59c | \$8.80 | |
| Stain Go | Stain Go Stain Remover Trigger | 10.34 | 200 | 10 | 20 | 52c | \$7.76 | |

Sub Category: Powder Laundry Wash
 Melaleuca Brand: MelaPower®



| Company | Brand | Price \$AU | ml/g | Scoops per Use | Scoop Size | ml/g per Use | No. of Uses | Cost per Use | pH Level | Phosphates | Biodegradable |
|------------|-------------------------------------|------------|--------|----------------|------------|--------------|-------------|--------------|----------|------------|---------------|
| Melaleuca | MelaPower 2.84L | 32.95 | 2840ml | - | - | 29.6ml | 96 | 34c | Balanced | No | Yes |
| Melaleuca | MelaPower 946ml | 13.55 | 946ml | - | - | 29.6ml | 32 | 42c | Balanced | No | Yes |
| Omo | Omo Concentrate Laundry Powder | 8.15 | 1500g | 1 | 100g | 100g | 15 | 54c | High | Yes | No |
| Radiant | Ultra Laundry Powder Concentrate | 6.53 | 900g | 1 | 100g | 100g | 9 | 73c | High | Yes | No |
| Drive | Concentrate Regular Laundry Powder | 12.34 | 2000g | 1 | 100g | 100g | 20 | 62c | High | Yes | No |
| Dynamo | Concentrate Laundry Powder Regular | 10.89 | 2000g | 1 | 100g | 100g | 20 | 54c | High | Yes | No |
| Cold Power | Concentrate Laundry Powder | 10.03 | 2000g | 1 | 100g | 100g | 20 | 50c | High | Yes | No |
| Fab | Concentrated Laundry Powder | 4.48 | 1000g | 1 | 100g | 100g | 10 | 47c | High | Yes | No |
| Surf | Concentrated Laundry Powder | 6.53 | 2000g | 1 | 100g | 100g | 20 | 33c | High | Yes | No |
| Duo | Concentrated Regular Laundry Powder | 3.90 | 1000g | 1 | 100g | 100g | 10 | 39c | High | Yes | No |

Notes:

- Per standard washing load, top loading, automatic wash. 1 Scoop powder is approximately 110ml/100g.
- Based on US Fluid Ounce conversion to millilitres. 32 FL OZ (US)=946ml.

Sub Category: Liquid Laundry Wash
 Melaleuca Brand: MelaPower®



| Company | Brand | Price \$AU | ml | Caps per Use | Cap Size | ml per Use | No. of Uses | Cost per Use | pH Level | Phosphates | Biodegradable |
|------------|-----------------------------------|------------|------|--------------|----------|------------|-------------|--------------|----------|------------|---------------|
| Melaleuca | MelaPower 2.84L | 32.95 | 2840 | - | - | 29.6 | 96 | 34c | Balanced | No | Yes |
| Melaleuca | MelaPower 946ml | 13.55 | 946 | - | - | 29.6 | 32 | 42c | Balanced | No | Yes |
| Cold Power | Cold Power Regular Laundry Liquid | 6.52 | 1500 | 1 | 100ml | 100 | 15 | 43c | High | Yes | No |
| Dynamo | Dynamo Laundry Liquid | 6.52 | 1500 | 1 | 100ml | 100 | 15 | 43c | High | Yes | No |
| Radiant | Radiant Laundry Liquid | 6.41 | 1500 | 2 | 60ml | 120 | 13 | 51c | High | Yes | No |

Notes:

- Per standard washing load, top loading, automatic wash. Liquid comparisons are based on bottles, not refills or enviro-packs.
- Based on US Fluid Ounce conversion to millilitres. 32 FL OZ (US)=946ml.

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Home Cleaning—Laundry

Sub Category: Laundry Pre Wash Stain Remover Treatment
(All forms—Trigger Spray, Aerosol Spray, Soap and Stick)

Melaleuca Brand: PreSpot



| Company | Brand | Price \$AU | ml/g | ml/g per Use | No. of Uses | Cost per Use |
|-----------|---------------------------------|------------|-------|--------------|-------------|--------------|
| Melaleuca | PreSpot (with sprayer) | 12.50 | 710ml | 10ml | 71 | 17c |
| Stain Go | Stain Go Stain Remover Trigger | 10.34 | 200ml | 10ml | 20 | 51c |
| Sard | Sard Wonder Stick | 4.20 | 100g | 10g | 10 | 42c |
| Preen | Preen Direct Pre Washing Stick | 4.47 | 200ml | 10ml | 20 | 22c |
| Preen | Preen Pre Wash Ultra Lift Spray | 5.22 | 300g | 10g | 30 | 17c |
| Sard | Sard Wonder Soap | 2.06 | 125g | 10g | 12.5 | 16c |

Notes:

- Per standard washing load, top loading, automatic wash. Liquid comparisons are based on bottles, not refills or enviropacks.

Sub Category: Laundry Bleach, Whitener, PreSoaker, In Wash Stain Remover

Melaleuca Brand: MelaBrite®



| Company | Brand | Price \$AU | ml/g | Caps per Use | Cap Size | ml/g per Use | No. of Uses | Cost per Use |
|------------|--|------------|--------|--------------|----------|--------------|-------------|--------------|
| Melaleuca | MelaBrite | 11.95 | 946ml | - | - | 29.6ml | 32 | 37c |
| Napisan | Napisan Oxy Action Max (Powder) | 8.14 | 1000g | - | - | 60g | 17 | 49c |
| White King | White King Bleach (Liquid) | 2.32 | 750ml | - | - | 250ml | 3 | 77c |
| Napisan | Vanish In Wash Liquid Stain Remover | 7.33 | 1250ml | - | - | 100ml | 12.5 | 50c |
| Napisan | Napisan Plus Soaker Pre Washing Aid (Powder) | 7.43 | 1000g | - | - | 60g | 17 | 45c |
| Sard | Sard Oxy Plus (Powder) | 6.33 | 1000g | - | - | 60g | 17 | 38c |
| Fiesta | Fiesta Oxy Power Coloursafe Bleach | 4.32 | 1000g | - | - | 60g | 17 | 26c |

Notes:

- Per standard washing load, top loading, automatic wash. Liquid comparisons are based on bottles, not refills or enviropacks.
- Based on US Fluid Ounce conversion to millilitres. 32 FL OZ (US)=946ml.
- White King is 1 cup (250ml) per litre.

Sub Category: Liquid Laundry Softener

Melaleuca Brand: MelaSoft®



| Company | Brand | Price \$AU | ml | Caps per Use | Cap Size | ml per Use | No. of Uses | Cost per Use |
|-----------|---------------------------------|------------|------|--------------|----------|------------|-------------|--------------|
| Melaleuca | MelaSoft | 15.95 | 946 | - | - | 15 | 63 | 25c |
| Cuddly | Cuddly Sunshine Fabric Softener | 3.23 | 1000 | 1 | 100ml | 100 | 10 | 32c |
| Fluffy | Fabric Softener | 4.42 | 2000 | 1 | 100ml | 100 | 20 | 22c |

Notes:

- Per standard washing load, top loading, automatic wash. Liquid comparisons are based on bottles, not refills or enviropacks.
- Based on US Fluid Ounce conversion to millilitres. 32 FL OZ (US)=946ml.

Sub Category: Dryer Sheets

Melaleuca Brand: MelaSoft® Dryer Sheets



| Company | Brand | Price \$AU | No. of Sheets | Cost per Use |
|-----------|-----------------------------------|------------|---------------|--------------|
| Melaleuca | MelaSoft Dryer Sheets | 10.75 | 100 | 11c |
| Cuddly | Fluffy Jasmine Bouquet Dryer Pads | 4.31 | 25 | 17c |