Tips For Fighting “The Fade” And Keeping Black Clothes Black

Don’t Let “The Fade” Get You Down
Laundry statistics brought to you by Cheer detergent*

- One in five parents with laundry problems say their biggest dilemma is keeping black clothes from fading.
- 13 percent of parents say fabric fibers get fuzzy and 6 percent of parents blame their clothes on other issues.
- Three in ten parents describe their children as “dirty” and they hate about their clothing.
- More than half of surveyed parents of boys age 9-17 say that their son will wear darker blue or black jeans often this year.
- Seven in ten parents of girls said that their daughter will wear dark blue or black jeans often this year. If they are asked to do so.

Fades to Gray? No Way!

Clothes Go Round, Color Stays
As garments spin around the washing machine, the fabric fibers can spin off onto other clothes in the wash. Cheer contains a dye-fixing agent that traps colors to help reduce fading and keep colors from settling back on other garments in the wash load.

Fuzzy Is Not Fun
Fighting “the fade” means fighting the fuzz too. Look for a detergent with specialized ingredients to prevent cotton fibers from loosening. Cheer powder has a revolutionary technology that interweaves through cotton yarns and helps prevent the cotton fibers from pulling away and forming fuzz. This helps keeps clothes like new and colors vibrant.

Fuzzy Is Not Fun
Fighting “the fade” means fighting the fuzz too. Look for a detergent with specialized ingredients to prevent cotton fibers from loosening. Cheer powder has a revolutionary technology that interweaves through cotton yarns and helps prevent the cotton fibers from pulling away and forming fuzz. This helps keeps clothes like new and colors vibrant.

Fuzzy Is Not Fun
Fighting “the fade” means fighting the fuzz too. Look for a detergent with specialized ingredients to prevent cotton fibers from loosening. Cheer powder has a revolutionary technology that interweaves through cotton yarns and helps prevent the cotton fibers from pulling away and forming fuzz. This helps keeps clothes like new and colors vibrant.

Fuzzy Is Not Fun
Fighting “the fade” means fighting the fuzz too. Look for a detergent with specialized ingredients to prevent cotton fibers from loosening. Cheer powder has a revolutionary technology that interweaves through cotton yarns and helps prevent the cotton fibers from pulling away and forming fuzz. This helps keeps clothes like new and colors vibrant.

Fuzzy Is Not Fun
Fighting “the fade” means fighting the fuzz too. Look for a detergent with specialized ingredients to prevent cotton fibers from loosening. Cheer powder has a revolutionary technology that interweaves through cotton yarns and helps prevent the cotton fibers from pulling away and forming fuzz. This helps keeps clothes like new and colors vibrant.

Fuzzy Is Not Fun
Fighting “the fade” means fighting the fuzz too. Look for a detergent with specialized ingredients to prevent cotton fibers from loosening. Cheer powder has a revolutionary technology that interweaves through cotton yarns and helps prevent the cotton fibers from pulling away and forming fuzz. This helps keeps clothes like new and colors vibrant.