



**Wet & Forget Moss, Mold Mildew and Algae Stain Remover
Cleans and Beautifies Any Exterior Surface**

Environmentally Gentle Formula is Biodegradable; Requires Less Water

Elgin, IL – Wet & Forget offers homeowners a safe and easy-to-use moss, mold, mildew and algae stain remover that is easier on the environment than traditional exterior cleaning products. With its non-caustic, non-acidic, bleach-free and biodegradable formula, Wet & Forget can be applied to any exterior surface – including roofing, siding, decks, stonework, walkways and pavement – and is gentle on surrounding plants and landscape.

“Wet & Forget can play a major role in enhancing a home’s curb appeal,” said Brett Perry, president of Wet & Forget U.S. operations. “It’s a must-have for do-it-yourself outdoor cleaning projects. And it’s proven effective against even the toughest mold and mildew conditions.”

Gentle Yet Effective

Wet & Forget has a close-to-neutral pH level of 8 – neutral pH is 7 – compared with most traditional moss, mold and mildew removal products that are either highly acidic (pH1) or highly caustic (pH 12). Acidic or caustic products can damage the surface being cleaned, whereas Wet & Forget is very gentle and safe to apply to any exterior surface.

The active ingredient in Wet & Forget is similar to a common ingredient in consumer anti-bacterial wipes and comparable household products. Wet & Forget does not contain ingredients like bleach, ammonia or caustic soda, which can damage surfaces if not removed quickly and harm the environment when washed away.

Usage

Wet & Forget is diluted with water at a 5:1 ratio and is applied using a pump-up garden sprayer. Once the area is saturated, wind and rain begin a gentle cleaning action that works over time. Each time it rains, the surface becomes cleaner.

An application of Wet & Forget requires no rinsing or power washing and uses substantially less water than traditional exterior cleaners. In many cases, Wet & Forget can even be utilized in areas with water restrictions.



Brick Wall Before and After Application Wet & Forget

Visible results can appear in as little as two weeks or up to six months for a highly contaminated surface.

The ultimate outdoor moss, mold, mildew, and algae stain remover, Wet & Forget is an environmentally gentle choice for any exterior surface. Developed three decades ago in New Zealand, Wet & Forget was launched in the United States in 2005 and is available at participating Ace, Do It Best and True Value Hardware stores, as well as a variety of national and independent home improvement, hardware and lawn & garden retailers. It is also available for commercial use via Grainger.com. For more information about Wet & Forget, visit www.wetandforget.com or call 888.727.8524. Also, follow us on Twitter and Facebook or read our blog at AskWetandForget.com.

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