

LAURASTAR 



PREVENT GERMS  
AND ALLERGIES

Take the right steps  
for your family.



# A healthy environment for a healthy upbringing

Microorganisms, like germs, bacteria and allergens, are invisible to the naked eye. It is therefore very difficult to know whether they are present in your baby's immediate surroundings, and especially in their clothes and bedding, which come into direct contact with the skin. It is thus necessary to eliminate their presence for your baby's development and your peace of mind.

## Uninvited guests



DUST MITES

They like **humidity and heat** (starting at 19°C), and they love duvets, curtains and teddy bears.



FUNGI

Of the **over 200,000 species of fungi**, about one hundred are susceptible of causing fungal infections.



BACTERIA

Most bacteria are either benign or even beneficial for us, but some species can cause **illnesses**.



## Microorganisms love our way of life

Microorganisms like bacteria cannot be eliminated by washing at low temperatures. However, this kind of washing has become widespread for environmental and practical reasons:

- To save time with quick wash cycles at 30°C.
- Synthetic and artificial fibres often cannot be washed at a temperature higher than 30°C.
- Additionally, some clothing simply cannot be washed and microorganisms thrive in such garments, especially in winter.

But every problem has a solution. Here the solution is Laurastar Dry Microfine Steam (DMS), a natural and hygienic steam.

# AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE.

Here's a non-exhaustive list of precautions that parents can take.

## WASH

### YOUR HANDS

before and after touching  
your baby, but also  
when you're handling clothing.  
80% of microorganisms  
are transmitted with the hands.

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## USE A

### HIGH TEMPERATURE

(60°C minimum)  
when washing your sheets, pillowcases,  
bodysuits, kitchen and bathroom towels  
and underwear.

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## WASH NEW CLOTHES

### SYSTEMATICALLY

and ensure that they are hygienic by using  
Laurastar Dry Microfine Steam (DMS).

## CHOOSE CLOTHING

### AND TEXTILES MADE

### FROM NATURAL FIBRES

like cotton  
and linen, especially  
for your baby.

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## KEEP YOUR

### CLOTHES HYGIENIC

when washed at a low  
temperature (30-40°C)  
and use Laurastar  
Dry Microfine Steam (DMS).

**D | M | S**  
DRY MICROFINE STEAM

**HYGIENIC  
STEAM  
EFFECT**

**KILLS 99.999%  
OF BACTERIA AND MITES**

**HAPPY AND  
CLEAN WITH  
LAURASTAR  
STEAM.**

\* Scientific tests carried out by the Scitec Research SA laboratory in Switzerland.



## What is Laurastar hygienic steam?

One superheated drop of water is transformed into Dry Microfine Steam, expanding in volume by a factor of 1,600. In addition, the steam is diffused 15 times faster than the steam of a standard iron. That's the beautiful secret of Laurastar steam's heightened effectiveness. The expansion and power of the steam as it leaves the iron allows it to penetrate textiles uniformly and effectively, leaving them uniquely repulped. What's more, the Laurastar Dry Microfine Steam (DMS) does not leave your clothing damp and fixes fibres in place so that your clothes are perfectly ironed and thoroughly cleaned.

“ Laurastar’s hygienic steam is as good as it gets.  
I use it to clean my baby’s bassinet, stuffed toys,  
bedding and bodysuits, to make sure that he’s sleeping  
in healthy surroundings. ”



Léa, young mother

## ONE SIMPLE MOVEMENT AND PESTS DISAPPEAR NATURALLY



The simple act of ironing purifies clothing naturally and lastingly.

Bacteria, fungi and dust mites are eliminated effectively, and odours along with them.

A study carried out by the independent Swiss lab Scitec Research SA has also demonstrated that hygienic steam (Dry Microfine Steam) leaves clothes perfectly dry, leaving little chance for microorganisms to breed.







## For daily life that's hygienic and environmentally friendly

Laurastar Dry Microfine Steam (DMS) is the perfectly adapted prevention technique for clothes and fabrics that are in direct contact with the skin of children or babies, as well as for all delicate items that cannot be washed in temperatures higher than 40° and for coats and other fabrics that are not washed frequently. A natural solution to effectively eliminate pathogenic organisms while taking care of your clothing at the same time.



## A technology adopted by healthcare professionals

Swiss maternity wards have been using Laurastar systems for over 30 years to iron and ensure the hygiene of clothes provided for newborns.

Laurastar products also have “Allergy UK” approval, a label awarded by top specialists and professors, certifying the effectiveness of these products for those who suffer from allergies and sensitivities.





“ In my job, hygiene’s really important.  
I’ve been in this maternity ward for 15 years now,  
and all of the baby clothes that we lend to mothers are  
systematically rendered hygienic after washing  
with Laurastar ironing. ”



Isabelle, midwife

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