Cotton is America’s favorite fabric and the single best-selling fiber in America today, outselling all man-made fibers combined and making up 80% of all washloads. Discover why cotton and cotton-blend fabrics are so popular and how to care for them.

**Cotton is Naturally Effortless**
Cotton possesses these "modern" characteristics: durability, color saturation and versatility. It is hydrophilic, meaning it loves water, making it a natural for clothing. Because cotton absorbs water more easily than any other fabric, it can be thoroughly washed and can withstand repeated washings.

**Cotton is Rugged**
In addition to being one of the most comfortable fabrics, cotton can withstand a range of temperatures and responds well to color-safe bleach and a good detergent. Both Tide® and Ivory Snow® carry the Cotton Seal for optimum cleaning performance and their ability to reduce fading and enhance the overall appearance of cotton and cotton-blend fabrics.

To keep cottons comfy and looking good:
- Separate items by color and weight. Dark denim, corduroy and canvas get a cool wash, and lighter colors and materials should receive a warm wash.
- Cotton has outstanding stain removal qualities. To remove even really dirty stains, presoak in detergent before washing.

**Cotton is Colorful**
Cotton absorbs and maintains color, so it comes in a variety of eye-catching shades.

To keep cotton colors vibrant:
- Turn clothes inside-out before washing.
- Read the care label for recommended water temperatures.
- Tumble dry, remove immediately and fold to reduce wrinkles.
- Don’t overdry! Dry just long enough to remove wrinkles and moisture. Too much heat can set wrinkles and shrink some cotton fabrics.
- For quick stain pretreating, apply water, seltzer or an ice cube to the affected area.

**Fine Cotton Care is Also Easy**
Caring for finely woven cotton fabrics is easier than their elegance might suggest.

Follow these tips to care for fine cotton items: Always follow the manufacturer’s instructions.

- Gently hand-wash with a mild detergent like Ivory Snow.
- Line dry or dry flat to prevent stretching. Put in dryer on air setting only to restore softness.
- To remove stains, use color-safe bleach on whites. Try a paste of salt and vinegar to remove wine or a detergent paste to remove proteins such as milk and egg yolk.