



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.

Source: http://www.tide.com/en_US/articles/read.jsp?topic=cotton_care