



Colour Loss

Throughout the day, consumers may come into contact with substances that can lead to colour loss in fabrics. In many cases, discolouration isn't visible until the item is cleaned. The extent of the damage depends on the composition and strength of the staining substance, the type of fibre and dye used, and the duration of exposure. Common causes of colour loss include:

- **Alcohol-based products** — Silk and acetate fabrics are particularly sensitive to perfumes, colognes, hair sprays, and alcoholic beverages, which can cause fading or spotting.
- **Bleaching agents** — Found in hair care products, skin lotions, household cleaners, and disinfectants, these chemicals can break down dyes and lead to permanent colour loss.
- **Light** — Prolonged exposure to sunlight or artificial light can cause fading, as ultraviolet (UV) rays alter the chemical structure of dyes.
- **Wear and abrasion** — High-friction areas such as necklines, elbows, seats, knees, pockets, and fabric folds are prone to colour loss. Repeated friction removes surface dye, which is then washed away during the cleaning process.

Understanding these factors can help consumers take preventive measures to maintain the vibrancy and longevity of their garments and textiles.



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