

LUCENT GLOBE INTRODUCES UV WHITENING LAUNDRY SHEETS FOR BRIGHTER WHITES

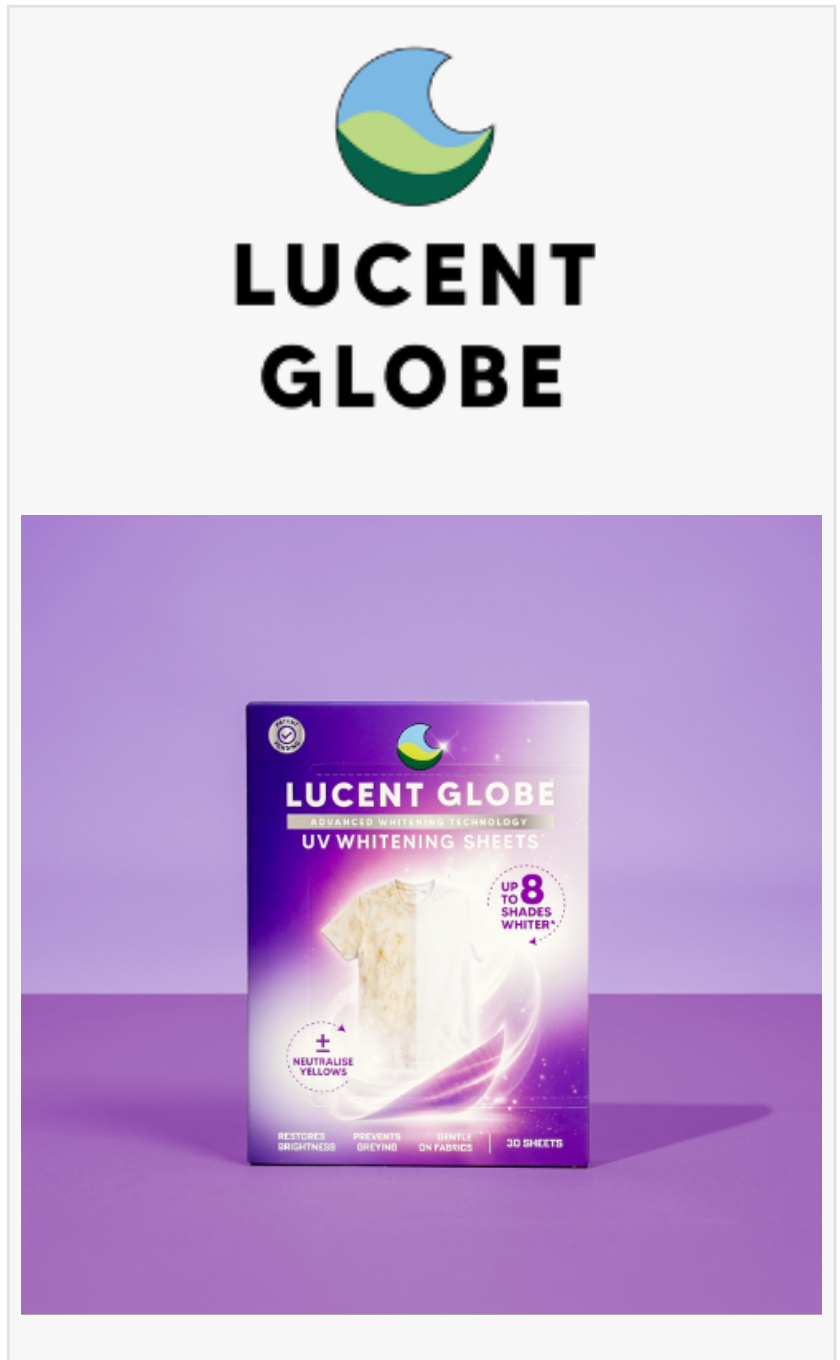
Patent-pending laundry sheets use color-correcting technology as purple shampoo to deliver eight shades whiter whites without bleach or plastic bottles

GOLD COAST, QUEENSLAND,
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/EINPresswire.com/ -- White clothing has a problem. Even when freshly washed, white fabrics gradually become dull, yellow and gray over time, leaving people reaching for bleach, whitening powders and harsh chemical boosters in an effort to restore brightness. [Lucent Globe](#) believes there is a better way.

The B Corp-certified laundry innovator is launching UV Whitening Laundry Sheets, the world's first patent-pending UV whitening laundry sheet designed to make whites up to eight shades whiter in a single soak and wash cycle using the same color-correcting science that made purple shampoo a beauty staple.

The sheets use three whitening mechanisms in one dissolvable sheet to neutralize yellow undertones and restore brightness to fabrics, much like purple pigments counteract brassiness in blonde hair.



"The easiest way to explain it is that it's purple shampoo for your laundry," said Lucent Globe co-founder Brodie Cook. "Most people don't realize their whites are slowly changing color over time. We wanted to create a product that restores brightness without relying on chlorine bleach or harsh additives."

Unlike bleach or powder boosters, Lucent Globe UV Whitening Laundry Sheets are designed to be safe on all common fabrics and all wash temperatures while remaining colorsafe and gentle on clothing fibers. The formula contains no chlorine or phosphates and comes in completely plastic-free packaging.

The product has been tested across more than 5,000 data points and demonstrated whitening performance of up to eight shades whiter after a single soak and wash and up to five shades whiter in a wash-only cycle. Testing also showed whiteness retention across more than 25 wash cycles.

The launch builds on Lucent Globe's rapid growth since 2023, with more than one million customers globally and more than \$70 million in sales across its growing portfolio of laundry products.

As consumers increasingly scrutinize ingredient labels in household products and seek alternatives to bulky detergent bottles and harsh chemicals, Lucent Globe sees an opportunity to bring the ingredient transparency movement from skincare and beauty into the laundry room.

"Consumers expect more from their household products than they did five years ago," Cook said. "They want visible results, cleaner ingredients and less plastic waste. We designed this product to deliver all three."

The sheets dissolve completely in water and are compatible with standard and high-efficiency washing machines.

Lucent Globe was developed in response to growing demand for simpler, more efficient home care products that also deliver strong and powerful results, without compromising on safety and experience.

All Laundry Sheets are created using plant derived ingredients and are formulated without harsh chemicals commonly associated with "forever chemicals," including PFAS.

The UV sheets launch simultaneously in the United States and Australia on August 14, 2026, and will be available online through Lucent Globe, Amazon and TikTok Shop.

For more information, visit [Lucent Globe](#).

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EDITOR'S NOTE: For more information about Lucent Globe and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

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