

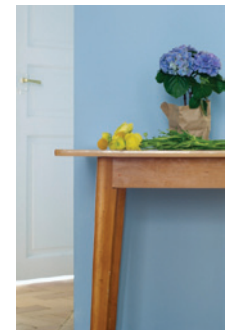


GUARDSMAN
EXCELLENCE IN FURNITURE CARE
SINCE 1915

Bring Out Your Furniture's

Inner Beauty





Love Your Furniture

For nearly a century, Guardsman has helped protect the health and beauty of wood, fabric and leather furnishings in millions of American homes. Since 1915, we have led the way in furniture care with our expertise, solutions and the most comprehensive line of furniture care and repair products in the industry.

Our mission is simple: To help educate furniture owners on techniques that will bring out their furniture's inner beauty.



We believe furniture deserves to be pampered. Modern thinking? Definitely. That's why we've teamed up with Tracy Hutson, designer from *Extreme Makeover: Home Edition*, to launch our "Stop Cleaning. Start Caring™" campaign and share our simple furniture beauty routine including: cleansing, polishing, protecting and, of course, covering those tiny imperfections.

The secret to beautiful furniture is simple... stop cleaning and start caring!



Cleanse:

Tailored to deep clean surfaces.



Protect:

Anti-aging for your furniture.



Touch-Up & Repair:

Made to renew beauty and soothe damaged surfaces.

Our Signature Products

The ultimate therapy for your furniture comes from our 25+ signature products – cleaners, polishes, stain removers and more tailored for wood, fabric and leather furnishings. Guardsman's products don't contain any waxes, silicones and leave no greasy buildup.

Polish & Revitalize:

Developed to let surfaces show off their original luster.



Cleanse

SIGNATURE: Purifying Wood Cleaner – The perfect furniture facial – a cleanser that gently and effectively removes dirt, grime, fingerprints, food and beverage stains, and films on finished and sealed wood. Retail price: \$5.49-\$6.99.



SIGNATURE: Leather Cleaner – This unique pH balanced and alkaline-free solution removes soil and surface grime to preserve leather’s soft, supple look and feel. Exclusively developed for Guardsman by leather experts in Italy. Retail price: \$7.99-\$8.99 for an 8.45-ounce bottle or re-sealable, 20-wipe pack.



Protect

SIGNATURE: Leather Protector – Provides an invisible shield that helps protect against irreversible damage from stains and body oils. Developed by experts in the global leather capitol of Italy. Retail price: \$7.99-\$8.99 for an 8.45-ounce bottle or convenient 20-wipe pack.



Fabric Protector – Fabric’s first line of defense. This invisible barrier shields fabric upholstery against many damaging soils, spills and stains, and makes cleaning easier. Retail price: \$9.99-\$10.99 for an 11-ounce can.



Polish & Revitalize

NEW: Revitalizing Lemon Oil, UV Protection – A nourishing lemon oil creates a beautiful glow and helps protect against sun damage with a powerful UV block. Perfect for oiled-wood furniture, it penetrates deep to replenish oils, and helps preserve wood’s natural beauty, while the lemon oil gently cleans away buildup surface grime and residue. Retail price: \$6.49-\$7.49.



SIGNATURE: Revitalizing Wood Furniture Polish – Our formula enhances luster and helps banish the effects of time by concealing fine surface scratches. Contains no waxes, silicones, and leaves no greasy buildup. Select from aerosols or trigger sprays – in either a crisp Woodland Fresh scent or a citrus-clean Lemon Fresh scent. A special formula with UV Protection is also available in aerosol and cream. Retail prices: \$5.49-\$6.99.

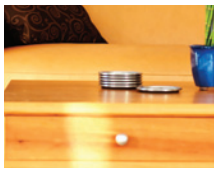


SIGNATURE: Ultimate Dusting Cloth – Dusting just got easier with Guardsman’s sprayless and odorless cloths. The 100% cotton flannel, lint-free cloths are specially treated to trap dust to remove allergens, yet are gentle enough for scratch-free results. Hand-washable and reusable for added convenience. Available in three sizes: single-cloth, 5-cloth, and 12-cloth packs. Retail price: \$2.99-\$19.99.



Applicator Cloth, 5-Cloth Pack – A furniture polish’s best friend. Spray directly on these 100% cotton flannel cloths to quickly refresh wood surfaces with “just the right amount” of polish for more consistent, better results. Machine washable for multi-use. Retail price: \$5.99-\$6.99.





Touch-up



SIGNATURE: Wood Finish Touch-Up Markers – Instant concealers that repair imperfections on finished wooden furniture. These specially formulated markers blend easily and dry quickly for a seamless look to the naked eye. Retail price: \$4.99-\$6.99 for a three pack of light, medium, and dark brown markers.



NEW: Filler Sticks – For tougher touch-up and repair jobs, these color-matched fillers help to quickly and easily fill and color deep scratches, gouges, and nail holes. Retail price: \$4.99-\$5.99 for five sticks and one sharpener.

Scratch Cover for Light Woods and Scratch Cover for Dark Woods – Renew scratched, faded, and blemished surfaces with instant color. Retail price: \$5.99-\$6.99 for an 8-ounce bottle.



Repair

NEW: Fabric First Aid Stain Remover – Perfect for spot-cleaning upholstery. An intensive multi-stain remover system that eliminates the toughest stains from furniture and even carpeting. Retail price: \$2.99-\$3.99.

NEW: Ink Remover – Make-up remover for leather? This handy wipe erases ink and even lipstick stains from finished upholstered leather and vinyl. Retail price: \$1.99-\$2.99 for one wipe.

SIGNATURE: Water Ring and Mark Remover – This specially treated reusable cloth eliminates minor blemishes from finished, sealed wood surfaces, along with stains, marks, and rings caused by water, alcohol, heat, and even latex paint. Not recommended for low-gloss or matte-wood finishes. Retail price: \$4.99-\$5.99.

The Guardsman line is available at furniture stores, as well as hardware, home improvement, and specialty stores nationwide.



Love Your Furniture with Our Step-by-Step Beauty Routine

Sue Harman, furniture guru for Guardsman, gathered together all of her best furniture care secrets to create an easy-to-follow routine that helps revitalize and protect while making your furniture look ageless.

Follow these guidelines to safeguard your furniture against common ailments, such as premature aging and irreversible damage from body oils and other penetrating stains.

Wood Care

Step:	Sue's Product Pick:	Helpful hint:
1 Dust: Use a non-scratch cloth to lightly remove dust once a week.	Guardsman Ultimate Dusting Cloth	Always wipe the cloth in the same direction of the wood grain.
2 Clean: Use a gentle for-wood-only cleaner at least once a month – weekly if it's a frequently used piece, such as a kitchen table.	Guardsman Purifying Wood Cleaner 	Help prevent spotting by spraying cleaner onto a Guardsman Applicator Cloth vs. directly onto the furniture. Wipe in the direction of the wood grain.
3 Polish: Bi-monthly polishings with a no-wax, no-silicone product are important to enhance and maintain natural luster.	Guardsman Revitalizing Wood Polish 	For oiled furniture, NEVER use a polish that contains water. Use Guardsman Revitalizing Lemon Oil —it can be used on any wood furniture, and adds additional protection with a UV sunblock.



Special Care

Moisturize: Like your skin, oiled wood furniture needs to be moisturized weekly to protect from water stains, replenish lost oils, and prevent cracking and fading from sun damage.

Sue's Product Pick: **Guardsman Revitalizing Lemon Oil.**



Repair Damage: Always keep touch-ups handy, such as: **Touch-Up Markers** and **Filler Sticks** for more serious scratches or gouges and the **Guardsman Water Ring and Mark Remover** for minor blemishes on finished, sealed wood surfaces.

Helpful Tips:

Use linen or cotton tablecloths and placemats because vinyl and plastic materials can damage some wood finishes or leave residues behind. Over time, these materials can make surfaces sticky and cause discoloration. For **centerpieces**, try using cork or felt pads under decorative objects.



Fabric Upholstery Care



Step:	Sue's Product Pick:	Helpful Hint:
<p>1 Proactively Protect. Fight damage before it ever begins! Spray fabric with a specially formulated shield that repels moisture and helps prevent food and beverage stains from bonding permanently to the fabric fibers.</p>	<p>Guardsman Fabric Protector</p> 	<p>For the best protection, spray your fabric after any professional cleaning and re-apply after any spills are cleaned and dried. Guardsman Fabric Protector is safe for use on all fabrics except silk.</p>
<p>2 Fight Stains. Rescue your upholstered furniture from even the toughest dried-in spills with the one-two punch of a powerful stain fighter.</p>	<p>Guardsman's Fabric First Aid Stain Remover Kit, which conveniently includes the two best products for clean ups.</p>	<p>For a spill, always start from the edges to prevent the stain from spreading. Blot spills as soon as they occur, but never aggressively rub.</p>

Leather Care

Step:	Sue's Product Pick:	Helpful Hint:
<p>1 Dust Weekly: Regular dusting with a non-abrasive soft cloth creates luster and prevents dull buildup.</p>	<p>Guardsman Ultimate Dusting Cloth, which attracts and holds dirt and dust.</p> 	<p>These cloths are hand-washable and can be used several times.</p>
<p>2 Clean: Use a residue-free cleaner to remove any invisible oils, dirt, and grime once a month (minimal) to rejuvenate appearances.</p>	<p>Guardsman Leather Cleaner in liquid and convenient wipes.</p>	<p>One wipe per cushion or seating. If you use the liquid, apply it on a soft, clean, cotton cloth such as the Guardsman Applicator Cloth for best results.</p>
<p>3 Protect: Guard leather against moisture, body oils, and stains.</p> 	<p>Guardsman Leather Protector, available in liquid or wipes.</p>	<p>Always keep a grab-and-go stain remover, such as Guardsman's Ink Remover wipe, in the house and handy. After removing ink, always remember you need to re-apply any cleaners and protectors.</p>

Tips from Tracy Hutson of *Extreme Makeover: Home Edition*



Love Your Flea Market Treasures

Don't flee the flea market without Tracy's #1 shopping advice:

Look beyond the surface. It's easy to bring worn furnishings back to life with **Guardsman's Scratch Covers** (available for both light and dark woods) to renew scratched, faded, or microscopic blemishes with instant color.

Hutson's cleaning tip for wood furniture: A natural dust cloth, such as **Guardsman's Ultimate Dusting Cloth**, is the best and most gentle option to care for fragile wood surfaces.



Spring Cleaning Tricks

Helpful spring cleaning furniture care tips from Tracy so you can *let your guard down* this upcoming season:

Clean your junk drawers and kitchen cabinets. It's a great place to start to get you motivated to clean bigger areas of the house! This is a good time to scrub the drawers inside and out and clean the kitchen cabinets while you have the chance. Try the **Guardsman Purifying Wood Cleaner** which gently and effectively removes dirt, grime, fingerprints, food and beverage stains, and films on finished and sealed wood. Once you clean those drawers and cabinets, you won't want to clutter them back up.



Spruce up your shelves. Take items off of shelves and dust them with Guardsman's sprayless and odorless **Ultimate Dusting Cloth**. Try rearranging the items for a different look. A new arrangement of books and photos can instantly give a fresh look.

Inspect & Repair. Give all your furniture around the house a quick look. This is a good chance to notice any scratches that possibly need a touch up or simply a good sealant or protector. Always keep touch-ups handy, such as: **Guardsman Scratch Covers** to hide dulling, microscopic blemishes or the **Touch-Up Markers** and **Filler Sticks** for more serious scratches or gouges.



