



HAWKEYE HOLDINGS
ONE DROP AT A TIME

Yolk Cloth Technology;

If you've tried the latest Yolk **instant make-up remover cloths**, you'll know that technology really can make life easier. Not only are these cloths more hygienic, they avoid the need for expensive (and in some cases, carcinogenic) beauty products, they even remove Waterproof make-up instantly. It's not magic—it's science. Let's find out how these things work!

Water is pretty good at cleaning most things all by itself. That's because its [molecules](#) have two very different ends. They're electrically unbalanced, so they stick to all kinds of things (including dirt & make-up) like tiny [magnets](#) and break them apart. Water is sometimes called a **universal solvent** because it can dissolve so many different things. Where water alone can't help, you can turn to a facial cleanser (a chemical that clings to dirt and grease, breaks it apart, and makes it easier for water molecules to flush it away).

Many people don't like using make-up removers or cleansers as they're expensive, and time consuming for one thing. I for one have always found make-up removers to be a begrudge purchase, and would much rather invest my money in a luxurious facial or good quality moisturizer. Another problem is that make-up removers more frequently cause allergic reactions and skin irritations. They contain chemicals that flush down our drains into [rivers](#) and seas, where they gradually build up and cause [water pollution](#). For all these reasons (and a few more), many people would love to be able to clean their skins without chemicals—and that's where the Yolk microfiber cleaning cloths can help.

Many therapists and salon owners have opted to include the Yolk Cloth into their facial treatments, as it saves time, doesn't irritate or sensitize the skin before treatment, and has proven to be a financially viable investment to ensure that their make-up removers, cleansers, toners, and facial wipes/towels last longer.

What is different about the Yolk Cloth?

Suppose you travel a lot, have a busy lifestyle or just don't enjoy a tedious facial cleansing regime but would like to cleanse as quickly and thoroughly as possible. You could use a [cleanser or general face cloth](#), but as we all know, it is tedious as it doesn't remove all the make-up, and makes the make-up run. An ordinary cleansing cloth has fibers made of cotton or a synthetic material such as [nylon](#). You've seen pieces of cotton so you know exactly how big the fibers are. Yolk microfiber





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cloths have far more fibers and they're much smaller. If "many hands make light work", so do many fingers—or many micro-fibers.

Why do smaller fibers clean better?

Microfibers are able to attach themselves to even the smallest, most microscopic dirt particles—ones that normal cloth fibers (positively giant in comparison) brush past. If forces were visible, you'd be able to see that there are [adhesive](#) forces (the forces of attraction) between microfibers and impurities and make-up. As you may have learned in school chemistry, these forces are called **van der Waals forces** after their discoverer, Nobel-prize winning Dutch chemist [Johannes Diderik van der Waals](#) (1837–1923). (Van der Waals forces explain why geckos can stick themselves to ceilings using zillions of tiny hairs on their toes.) Although there is only a microscopic amount of van der Waals force between one microfiber and any given dirt particle, remember that there are millions of microfibers in our cloths, so the overall sticking effect is magnified dramatically. That's why impurities, make-up, dead skin cells, perspiration and over productive sebum can be "hoovered up" by microfiber cloths. And it's also why you have to clean your Yolk cloths so thoroughly in warm water after you've used them.

Do Yolk cloths "wear out"?

Provided you keep them clean, good quality microfiber cloths will keep on cleaning hygienically. One [recent study](#) of using our cloths to reduce hospital infection rates found that "re-usable cloth performance improved at 75 washes, and reduced after 150 washes, although, in most instances, performance after 150 washes was better than at first wash."





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How microfiber cleaning cloths work

Chemical cleaning



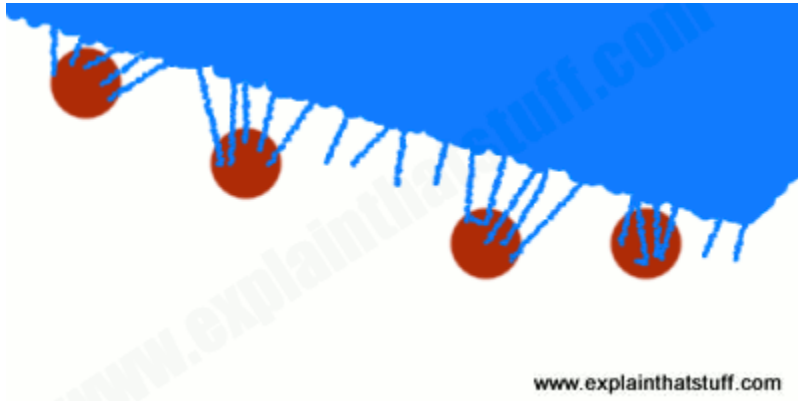
If you clean the traditional way, with a cleanser/ soap and water, the molecules of the [product](#) you use (shown here with orange dots) stick to and break down the impurities and make-up (brown blob). When you rinse with a wet cloth (red), the water molecules (blue dots) glued to its fibers stick to the product and wash it away with the dirt still attached. This is old-fashioned cleansing with **chemistry**. Compared to a Yolk microfiber cloth, a normal cloth has relatively few fibers so it cleans in a hit-and-miss way. Dirt gets missed and cleansers/face wash and water often get left behind when cleansing.





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Mechanical cleaning



If you use a York microfiber cloth, there's no facial cleanser involved whatsoever, so how does it remove the make-up and impurities? Instead of using a facial product/remover, we rely on millions more fibers (shown here as blue lines) that can sweep dirt away. The fibers are made of [plastic](#) and many of them attach themselves to each dirt speck with van der Waals forces. Working as a team, many fibers apply powerful enough forces to dislodge the make-up and impurities (loosened with a small amount of water) carrying it away, leaving the skin cleansed and naturally free of impurities, **without disturbing the skin's PH Balance**. This is newly-found facial cleansing applies **physics** by using nothing but the adhesive power of forces—cleaning mechanically and without chemicals. The impurities stays locked inside the cloth's fibers until you wash it in warm water, which makes the fibers uncurl slightly and release their content (make-up & impurities)

How are York cloths made?

If you were to look into the science behind your general microfiber cloth, you'll probably find it says the ingredients are 50 percent polyester and 50 percent polyamide (another name for [nylon](#)). In other words, you have a mixture of two [plastics](#). The cloth is made by forcing the plastics through a tiny pipe and heating them so they weave together. These fused fibers are then split apart into microfibers 10–20 times smaller.





HAWKEYE HOLDINGS
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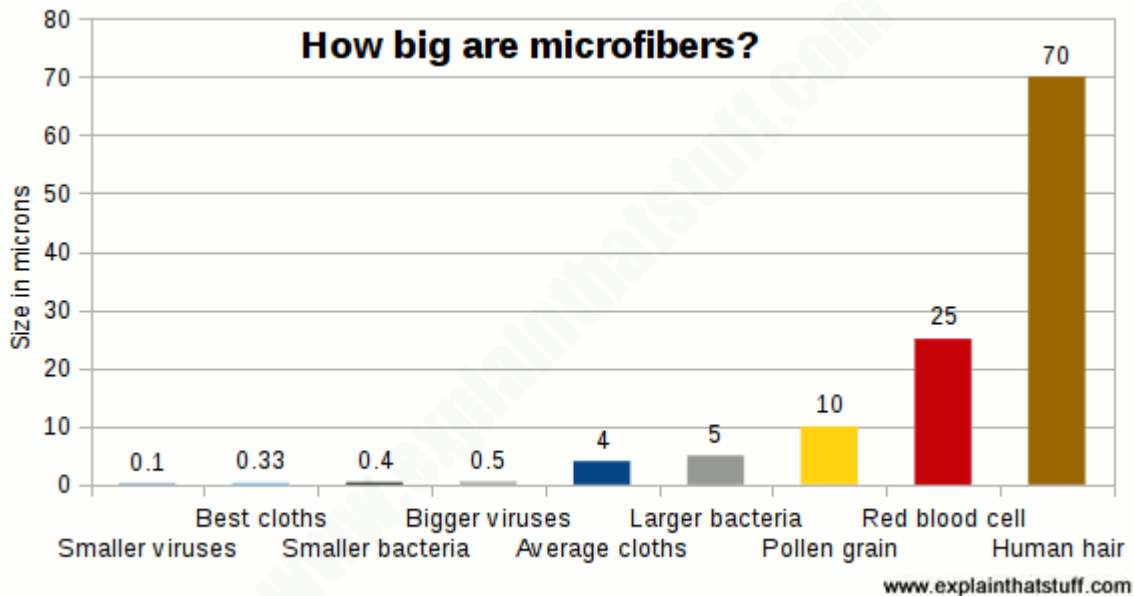


Chart: Average microfiber cloths can plausibly claim to be antibacterial; the best cloths can claim to remove some of the bigger viruses (though not the smallest ones). Please note that each of the items shown here has a range of different sizes (for example, human hairs range from roughly 50–200 microns), and I've picked a single representative value in each case.

Cloths describes as "microfiber" can vary widely in the size of the fibers they use and therefore in their cleansing effectiveness. In average cloths, the fibers are 10–50 times thinner than a human hair—so each one is only about 3–5 micrometres (three to five microns) in diameter and about 50 times lighter than the fiber in a pair of stockings (0.3 denier compared to typical 15-denier nylon). That's smaller than pollen grains (5–10 microns) or red blood cells (10–30 microns), roughly the same size as "typical" bacteria (1–5 microns is a good rule of thumb), but still bigger than most viruses (which tend to be smaller than 0.5 microns). Since microfibers can't effectively remove anything smaller than they are, it would be accurate to describe average microfiber cloths as "antibacterial" or "antimicrobial," but "antiviral" would be a more dubious claim. **The best cloths can make this claim, however: The Yolk Cloth, for example, are made of fibers which are 1/200 the**





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ONE DROP AT A TIME

width of a human hair (around 0.33 microns), which would make them the only FDA proven Cloth effective for removing over 99 percent of bacteria and even some viruses. A number of recent studies have found benefits of using microfiber cloths (often combined with steam cleaning) to help minimize the spread of infections in patients within hospitals and similar environments.

What's the best way to use Yolk cloths?

Like a traditional cleansing cloth, you use them slightly wet for facial cleansing. The first time you use one, force of habit will probably make you soak it with water and add loads of soap as well—both of which will reduce the cloth's effectiveness. I find the best way to use these cloths is with as little water as possible

If microfiber facial cloths are so good, why aren't they more popular?

Microfiber cloths are much more widely known and used in Europe than in the United States, partly because that's where the market leading brands originated. The cosmetic market is worth tens of billions of dollars to big cosmetic houses and the spa's that sell them; they have little or no incentive to get behind a simple technology that undermines their costly products. Companies like these have spent a fortune on advertising for several decades, happily convincing most of us that we need expensive cleansers and beauty products in a never-ending war against and ageing. Is it any wonder, then, that we're sceptical of "magic" Yolk cloths that promise to get our skins make-up free and purified with nothing but water?

Wouldn't Yolk teaming up with Cosmetologists and salon owners in order to prolong the therapist's use of products, saving time, money and preserving our planet make more sense!

If you're still doubtful, try one of these cloths for yourself. And remember that this cloth cleansing your skin isn't magic—it's simple science!

Yolk cloths are like magnets for make-up, impurities and tiny particles, which is great because that's what they're for. Their adhesive effect will even remove the most stay fast stage and screen make-up.





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Not only are Yolk cloths more hygienic, they avoid the need for having to order large quantities of cosmetics with a very definite shelf life, they also get your client's skin looking rejuvenated and pure in a lot less time, without disturbing the PH Balance or aggravating even the most sensitive of skins.

How to wash microfiber cloths in the washing machine (Once Weekly, and washable up to 1000 washes in a washing machine)

It's always best to wash your Yolk [microfiber cloths](#) separately, but if you need to run a mixed load make sure it's only with other non-linting synthetic materials. (Cotton is one material in particular that's best kept away from microfiber.)

1. Wash your Yolk cloth on a cool or warm setting with no detergent.
2. When the cycle is complete, leave to air-dry or dry on a low heat setting in a tumble dryer.

How to wash microfiber cloths by hand

Hand washing is often the most straightforward cleaning method, and with Yolk cloths all you need is water!

1. Run the dirty microfiber cloth under cool or warm (not hot) water, and rub the microfiber between your fingers to help release the dirt and grime.
2. Rinse well and leave to air-dry.





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Please don't hesitate to contact me should you require any assistance with Yolk Cloth Demonstrations, information, displays or stock orders.

Warm regards,

Sonica Burger

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