

**The ESR™ Formula**

The building block of Château Spill is a proprietary stain formula that has been used in the medical and professional fields for decades.

It was developed to remove the stains that lab workers get on their hands when working with slides (if you remember your old school science class). In fact the same scientist who worked out how to create "good" stains for looking at things through a microscope also worked out how to break that same stain down at the cellular level. It is very different chemistry from aggressive bleaches or harsh oxidizing chlorines and it soon became a laboratory staple.

So when we we came across it in our quest for the ultimate red wine stain remover we knew we had found the holy grail. If it is good enough for scientists and safe enough for hands we realized it was exactly what we needed. From there it was just about tweaking the formula for those tasty but deadly (if you are a linen or carpet) stain causing tannins.

We call our formula ESR™ (like Pinot Noir) and it is our, and now your very effective, little stain fighting, party saving secret.



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