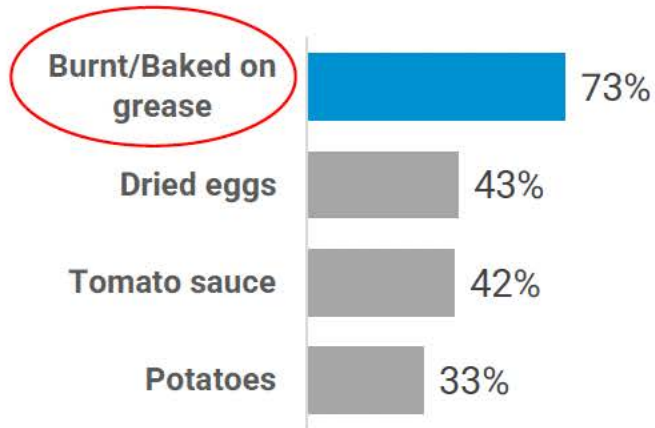




# Clear Pain Points Regarding Grease Removal

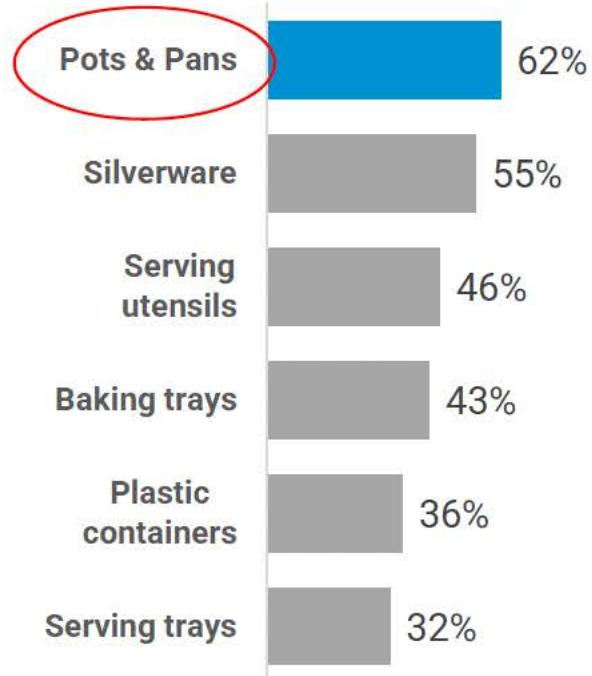
250+ hours of consumer research has revealed that **baked/burnt on grease is the biggest pain point** and often requires **pre-soaking at least 1-2 hours** – a very time intensive compensating behavior

*What are the toughest messes to remove from your kitchen wares?*

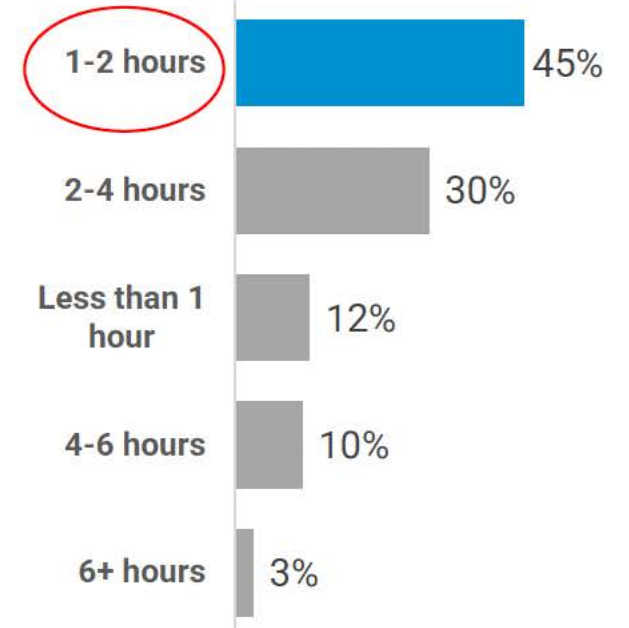


Catalyx Habits & Practices Study  
182 Participants

*Which of the following items do you soak?*



*How long on average do you soak your items?*



These findings uncovered a clear unmet need in Hand Dish around baked on grease and soaking.