

A large, stylized blue water splash graphic with a textured, marbled appearance, framing the central text. The splash is composed of several curved, overlapping shapes that create a sense of movement and depth.

Cold Water Wash

Myth Buster Edition

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Myth 1

Cold Water Cannot Remove Stains

- Cold water is fine for most clothes and other items that you can safely put in the washing machine. It can remove many stains from clothing, including grass on your kid's jeans or makeup smudges on a sweater.
- Not all stains respond to warmer water. For example, blood and sweat can set into fabric in hot water. Also, hot water tends to shrink, fade, and wrinkle certain fabrics.
- Many food or beverage stains, such as chocolate, jam, baby food, beer, and dairy are more easily removed with cold water soaks and washes. Cold water is also recommended for urine and blood stains.



2

Myth 2

Cold Water Wash is Less Efficient

- About 90% of the energy the washing machine uses goes towards heating the water
- Using cold water reduces energy costs to 4 cents per load versus the 15 cents when using hot water
- Homeowners can save an average of \$214 annually by switching to colder wash loads
- Every household could eliminate about 1600 pounds of carbon dioxide annually

3

Myth 3

Detergents are less effective in cold water

- Catalytic enzymes facilitate cleaning in cold water and use smaller amounts of detergent
- The Environmental Protection Agency (EPA) has a *Safer Choice* program that certifies environmentally friendly cleaning products.
- Cold-water washing means clothing is less likely to shrink or fade and ruin clothes, some fabrics (lace and silk) and dark, colorful fabrics actually do best in cold water.

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Myth 4

Hot Water Wash Doesn't Deteriorate Material

- Washing cleans your clothes but it also breaks down clothing fibers. Using hot water is actually more damaging to clothing fibers, and wears you clothes out faster and causes the shedding of microfibers.
- Cold water wash sheds significantly fewer microplastics from clothing than hot water
- When microfibers end up in the waterways, they are very hard to clean up and remove. Washing in cold keeps them from going in the environment

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Myth 5

Cold Wash Won't Kill Germs/ Less Hygienic

- Modern laundry detergents chemically formulated to clean just as well in low temperatures as high temperatures.
- Cold water washing kills germs just as effectively and maintains quality of linens.
- Study showed that cold water washing with bleach killed pathogens in hospitals just as effectively as cold water.
- “With today’s technology, innovation and detergents, you can get the best cleaning performance in cold water.”

6

Statistics

One Load Can Make a Difference

Annually, if just one load of laundry, is changed from cold water to hot water, per week, for an entire year, we can save the equivalent to:

- ONE HOUSEHOLD

- 65 kWh or 3.3 Therms
- .007 cars NOT driven
- 77 miles NOT driven
- Powers .003 homes

- OUR TEAM

- 520 kWh or 26.4 Therms
- .056 cars NOT driven
- 616 miles NOT driven
- Powers .024 homes

- UNITED STATES

- 8,547,500,000 kWh or 433,950,000 therms
- 10,125,500,000 miles NOT driven
- 920,500 cars NOT driven
- Powers 395,400 homes

Resources

- ["6 Reasons to Cold-Water Wash-and 3 Not To."](https://www.geappliances.com/ge/lifestyles/6-reasons-to-cold-water-wash.htm) 6 Reasons to Cold-Water Wash -- And 3 Not To | GE Appliances, www.geappliances.com/ge/lifestyles/6-reasons-to-cold-water-wash.htm. Accessed 12 Feb. 2024.
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