

- Hi, I'm Sheila MacRae. You've seen me on TV playing Alice. Now, I've got something for you that oughta make your life easier. Listen. You know how dirty and stained the family wash can get? Right? Awful! Until the enzyme pre-soaks came along, we just had to grin and bear it. Well, now there's something new. Enzyme active Punch. That's right, Punch. Colgate's knockout detergent that puts the enzyme power of pre-soaks and active water conditioners right in your washer. How does Punch clean? Look. This permanent-pressed shirt was dirty and stained like this one. Collar grime, set in ketchup stains. Punch knocked out the stains and the dirt both at once, right in the washer. Listen to Sheila. Get Colgate's Punch, the knockout detergent that puts the enzyme power of pre-soaks, Pow! Right in your washer. It's a knockout.