

4 rules to keep towels fragrant and clean

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Count the number of uses, not the number of days between washes

When deciding how often to wash towels, consider how often the towel is used, not how many days it has been since it was last washed. Aim to wash towels every three uses. To minimize wear and tear, be sure to rotate a few towels throughout the week.

Skip the extra steps (and use less detergent!)

While we've warned against using fabric softeners and dryer sheets before, it's especially important to avoid them when washing towels. Softeners can leave a waxy residue that actually prevents your towels from absorbing water. Additionally, it's best to wash towels with about half the amount of detergent you'd use for a similar load of laundry, as too much detergent can leave your towels feeling "wooden."



Wash towels separately in water at the appropriate temperature.

Many people struggle with keeping their towels white and soft, and the key here is water temperature. White towels can be washed in hot water, but coloured towels should be washed in warm water to avoid fading and fibre breakdown. Towels should also be washed and dried separately from other laundry, so you can monitor their individual detergent needs and drying times – and keep them soft and fluffy for longer.



Don't skimp on drying time.

Moisture breeds bacteria, so make sure your towels are completely dry before storing or using them. (Don't leave them in the dryer for too long, though, as this can damage the fibers.) Wring out excess water between wash and dry cycles. If towels aren't completely dry after drying, let them air dry for the remainder of the cycle. Smell musty? Skip the detergent and instead wash your towels with half a cup of baking soda to deodorize them.

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