



PROTECT THE BODY. FREE THE SOUL.®





TRUSTED INNOVATION. INSIDE & OUT.

Inside Turtle Wax's state-of-the-art research & development facility, passionate scientists relentlessly develop the most innovative automotive solutions for ever-changing consumer needs. With 70 years of refined expertise, Turtle Wax has brought best-in-class products to over 90 countries across the globe.

Follow our passion for driving on Facebook, Twitter, Instagram and YouTube. Our industry-leading social networks are fueled with exciting automotive content, tips & tricks from the Turtle Wax™ Shine Squad® and a behind-the-scene look at our breakthrough innovation for 2017.

WWW.TURTLEWAX.COM



BUILD LAYERS OF SHINE & PROTECTION

Turtle Wax® ICE® Smart Shield Technology® features the most advanced scientific polymer engineering to intensify and maximize car care results. Layers of interlocking synthetic polymers build an invisible barrier to provide superior weatherproof protection. This collection of products work together to intensify and maximize protection and shine.



THE BLACKEST BLACK

Black cars look incredible... when they're clean, but black cars are notoriously prone to showing scratches and swirls over time. Turtle Wax® has made it easy to keep black cars looking their best with a specialized line of products created specifically for black surfaces.

Black Box®, Black Spray Wax and Black Detailer use a proprietary black-tinted technology to fill in blemishes while deepening the mirror-like reflections. No other products make black cars look this good.



CAR CARE MADE SIMPLE

Turtle Wax Quick & Easy® is the best way to save time and effort. These 1-step products use innovative technology to deliver maximum shine and protection in a fraction of the time. This exclusive collection is everything you need to care for your car, inside and out.



SEEK & DESTROY ODORS AND STAINS

POWER OUT!® uses Turtle Wax's exclusive Odor-X® technology to renew interiors and give all cars that new car smell. POWER OUT!® is formulated with the most powerful micro-cleaners to clean even the deepest of stains on leather, upholstery and carpets. While the Odor-X® technology seeks and destroys odors at their source, the POWER OUT!® collection works together to restore cars to their freshest form.

ODOR-X
SEEK & DESTROY ODORS UP TO 30 DAYS™





EXTERIOR



WASH

ICE® Wash & Wax T472R 6PK 48 FL. OZ Unbeatable Foaming & Cleaning

- Smart Shield® formula is blended with carnauba wax for a flawless shine
- Thick foaming formula gently lifts even the toughest dirt



MAX. Power Car Wash 50597 4PK 100 FL. OZ 3 Levels of Cleaning Power & Cleaning

- 3oz Moderate Clean gently lifts dirt and grime
- 6oz Aggressive Clean removes bugs & dried mud
- 9oz Xtreme Clean removes brake dust



ZIP® Wax Wash & Wax T79 6PK 64 FL. OZ T75A 6PK 16 FL. OZ Add Turtle Wax® Carnauba as You Wash

- Precisely formulated with cleaning agents and carnauba wax
- The fastest way to clean & shine in 1-step



Concentrated Car Wash T149R 4PK 100 FL. OZ Gentle Cleaning & High Shine for a Spotless Finish

- Super lubricious formula gently glides away dirt
- Up to 100 washes in every bottle





PASTE & LIQUID WAX

ICE® Paste & Liquid Wax

T465R 6PK 8 FL. OZ
T468R 6PK 14 FL. OZ

The Most Durable Layer of Protection

- Enriches color and clarity of car paint
- No white powdery residue, even in direct sunlight



Super Hard Shell® Paste & Liquid Wax

T222R 6PK 14 FL. OZ
T223R 6PK 9.5 FL. OZ
T123R 6PK 16 FL. OZ

The #1 Selling Wax of All Time

- Time tested formula adds a hard-shell finish
- Easy on, easy off to maintain the perfect shine



Carnauba Cleaner Paste & Liquid Wax

T5A 6PK 14 FL. OZ
T6A 6PK 16 FL. OZ

Enhance Clarity While Adding a Deep, Rich Shine

- Light abrasives restore clear coats while waxing
- Deepens reflectivity and shine of car paint





SPRAY WAX

ICE® Spray Wax

T477R 6PK 20 FL. OZ

The Longest Lasting Premium Spray Wax

- Incredible shine & protection in minutes
- No white residue, not even in direct sunlight



Jet Black® Spray Wax

T11 6PK 16 FL. OZ

Exclusively Formulated for Black Cars

- Deepens reflectivity & magnifies shine
- Color-enriched formula bonds to paint for maximum protection



Wax & Dry

T9 6PK 26 FL. OZ

Wax & Dry in 1-Step

- The #1 Selling Spray Wax adds a flawless shine in a fraction of the time
- Spray on wet car and wipe off for complete protection without hard buffing



Express Shine®

T136R 6PK 16 FL. OZ

Incredible Water Beading

- Richly blended with carnauba for durable protection
- Enhances color & maximizes paint gloss





SPRAY DETAILER

ICE® Detailer T470R 6PK 20 FL. OZ Effortlessly Cleans In-Between Washes

- Synthetic formula hides scratches & swirl marks
- Intensify shine with no white residue



Jet Black® Detailer T319 6PK 23 FL. OZ The Best Scratch-Filling Black Detailer

- Formulated with color-enhanced chemistry specifically for black cars
- Quickly corrects swirl marks & leaves a wet black appearance



Clean & Shine 50576 6PK 26 FL. OZ The Fastest Way to Detail Every Exterior Surface

- The only detailer formulated for paint, glass, & more
- Dirt-locking polymers safely clean without scratches or streaks





WHEEL & TIRE

Wheel & Tire Cleaner T18 6PK 23 FL. OZ Power Foam Eliminates Brake Dust

- Thick foam clings to dirt & easily rinses off
- Powerful formula is safe for use on factory painted & powder coated calipers



All Metal Polish T284 6PK 11 FL. OZ Precision Polishing Agents for All Metal Surfaces

- Removes contaminants, oxidation and scratches
- Corrosion inhibitors prevent rust from reoccurring



Chrome Polish T280RA 6PK 12 FL. OZ Restore Chrome to Like-New

- Effortlessly removes rust and grime
- Restores reflectivity and mirror-like shine



Wet 'N Black® Tire Shine T347W 6PK 14.5 FL. OZ T217RA 6PK 23 FL. OZ New Formula with 2X More Glossy Shine

- Dries quickly and will not sling onto body panels
- Protects against UV fading



Wet 'N Black® Tire Foam T49R1 6PK 18 FL. OZ Cleans & Shines in 1-Step

- Thick foam clings to tires to remove dirt
- Easily rinse off to reveal the shine





RESTORATION





HEADLIGHT

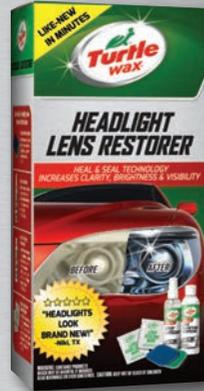
TRIM

Headlight Restoration Kit

T240KT 6PK

Improves Appearance and Enhances Visibility

- Like-new results in minutes
- Restores cloudy headlights while increasing clarity



2-in-1 Headlight

T43 6PK 9 FL. OZ

Cleans Plastic & Seals in Clarity

- Effortlessly removes oxidation
- Amazing results on lenses, plastic windshields & more



Trim Restorer

50601 6PK 10 FL. OZ

Age Reversing Technology

- Restores plastic and rubber trim to like-new
- Extremely durable for long-lasting protection





COMPOUNDS

ICE® Speed Compound

50598 6PK 16 FL. OZ

The Fastest Way to a Flawless Finish

- The only compound with no residue
- Patent pending formula stays wet and can be rinsed off for easy removal



Premium Rubbing Compound

T415 6PK 18 FL. OZ

Precision Cutting Agents Restore Clear Coat

- Removes heavy oxidation, swirls and paint transfer
- Clear coat safe and silicone free



Premium Polishing Compound

T417 6PK 18 FL. OZ

Restores Gloss to Deepen Paint Reflectivity

- Removes fine scratches and swirl marks
- Clear coat safe and silicone free



BEFORE

AFTER

Rubbing Compound

T230A 6PK 10.5 FL. OZ

Removes Tough Stains and Heavy Oxidation

- Aggressive formula for weathered surfaces
- Smooths out severe scuffs and abrasions



Polishing Compound

T241A 6PK 10.5 FL. OZ

Precision Polishing Agents Restore Clarity

- Removes light scratching and oxidation
- Safe for use on clear coats, metal and chrome





SPECIALIZED CARE

Black Box® T3KT 4PK Incredible Transformation for Black Cars

- Restores black paint and enhances depth of shine
- Complete kit includes: Black Pre-Wax Cleaner, Black Carnauba Wax, Black Spray Detailer and two foam applicators



Color Magic® Black T374KTR 6PK 16 FL. OZ Improves Color on Black Cars

- Proprietary ChipStik® fills in chips & deep scratches
- Carnauba enriched wax cleans as it shines



Power Foam Bug & Tar Remover 50595 6PK 16 FL. OZ Effortlessly Remove Bugs, Tar and Sap

- Wide spraying foam quickly covers large areas
- Formulated for streak-free results on paint, glass, metal and plastic



Bug & Tar Remover T520A 6PK 16 FL. OZ The #1 Selling Bug Remover

- Removes bug splatter, tar and dried on residue
- Non-drip formula is great for spot-cleaning



Label & Sticker Remover T529 6PK 10 FL. OZ Maximum Strength Adhesive Removal

- Quickly dissolves adhesives and sticky residues
- Versatile formulation for glass, paint and metal





SCRATCH REPAIR

Premium Scratch Repair Kit

T234KT 6PK

Repairs Scratches, Chips and Scrapes

- Quick drying resin fills in clear coats
- Innovative polishing pads leave the smoothest finish



Scratch Repair Pen

T121 6PK .3 FL. OZ

1-Step Solution for Filling in Scratches

- Dries to the touch in just 10 minutes
- Can be used on all colors of paint



Scratch & Swirl Remover

T238 6PK 11 FL. OZ

Smooths Clear Coat to Minimize Imperfections & Blemishes

- Mild abrasives minimize scratches and swirls
- Easy on, easy off application







WIPES

Interior-1® Wipes

50648 6PK 25 CT. (7" x 11")

More Powerful Clean in 1-Step

- Cleans ALL interior surfaces including leather, plastic, and more
- Oxy brighteners leave an intense shine
- Leaves behind a fresh scent



NEW!

Luxe Leather® Wipes

50650 6PK 25 CT. (7" x 11")

Clean, Condition, and Protect in 1-Step

- Conditions and protects leather, vinyl, rubber and more
- Non-greasy formula dries fast with no slipping
- Leaves behind a new leather scent



NEW!

Inside & Out Protectant Wipes

50651 6PK 25 CT. (7" x 11")

Shines More in 1-Step

- Superior shine and protection for ALL plastic, vinyl, and rubber surfaces
- For interior and exterior use



NEW!





ODOR ELIMINATION

Odor-X® Spray

50654 6PK 23 FL. OZ

Seek and Destroy Odors for Up to 30 Days

- Exclusive Odor-X® technology for instant odor-removal
- Infused with new car scent
- Spray in vents, on surfaces and in the air



NEW!

Odor-X® Kit

50653 6PK

Destroys Odors Anywhere They Hide

- Includes two POWER OUT!® Odor-X® products
- Fresh scent and odor control lasts up to 30 days
- Easy, one-time use deodorizes the entire car



NEW!



PROTECTANT

ICE® Interior Cleaner & Protectant

T484R 6PK 20 FL. OZ

Keeps Interiors Looking Like-New

- Cleans, conditions and protects in just one step
- Neutralizes odors and leaves lasting freshness without greasy residue



Super Protectant

50570 6PK 16 FL. OZ

Shines and Protects Interior Surfaces

- SunStop® technology prevents UV fading
- Adds a natural looking shine



Inside & Out Protectant

50655 6PK 23 FL. OZ.

1-Step Shine and Protection

- Interior and exterior plastic, rubber and vinyl
- Layer on to amplify shine
- Dry-touch with no greasy residue



NEW!

Dash & Glass

T930 6PK 23 FL. OZ

Superior Cleaning in 1-Step

- No need to worry about over spray
- Formulated for glass, plastic surfaces and tech screens
- Streak-free, non-greasy results



Consumer Survey of Product Innovation*
2016

*2016 Product of the Year in Car Care Category Survey of 40,000 people by TNS.



CARPET, UPHOLSTERY & FLOOR MAT

Interior 1® T440R2W 6PK 18 FL. OZ All-in-One Interior Care

- Thick foam is formulated for carpets, upholstery, vinyl and plastic
- Effortlessly removes stains and odors



Power Out!® Carpet T244R1 6PK 18 FL. OZ Proprietary Brush Cap Removes Deep Stains & Odors

- Powerful foam removes carpet stains with ease
- Odor-X® Technology quickly removes the toughest odors



Power Out!® Upholstery T246R1 6PK 18 FL. OZ Professional Strength Cleaning

- Deep cleans, deodorizes, & protects upholstery
- Odor-X® removes odors caused by: smoke, pets, food & more



MICRO-SCRUB BRUSH

Patent-pending ergonomic design makes cleaning easier than ever. Simply remove the brush in one click to navigate all the hard-to-reach areas inside the car. Bristle density is optimized to clean deep into fabric fibers for the most complete stain removal.



LEATHER

Luxe Leather® T363A 6PK 16 FL. OZ. Quick & Easy Care for Leather Surfaces

- Triple action formula cleans, shines & conditions
- Protects against fading & drying caused by UV rays



Power Out!® Leather 50652 6PK 16 FL. OZ. Most Powerful Leather Conditioner

- Micro-Scrub brush gently shines & conditions
- Revitalizing foam infused with natural conditioners
- Best cleaning on leather seams and pores



NEW!

MEET THE SHINE SQUAD™

Here at Turtle Wax, we've begun building a stellar team of auto enthusiasts to help share the latest tips & tricks in car care. These folks have special talent for achieving the perfect shine, and together, we'll bring you the best car care advice. Meet the men & women we like to call... the Shine Squad!



DAVE NICKERSON



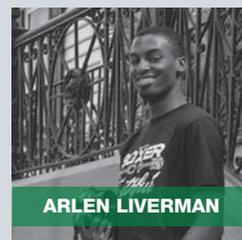
PETER KACZYNSKI



RICHARD LE



STEPHANIE WILSON



ARLEN LIVERMAN



JEREMY CLIFF



RAZ KROG



SPENCER BERKE



SAM HURLY



COURTNEY CUTCHEN



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