



SPARKLE, INC.
A Thorough Cleaning Service

Newsletter



2009

In case you need another reason to reinforce the importance of a clean home:

A soon-to-be-published study by a Brigham Young University professor has found that "people are unconsciously fairer and more generous when they are in clean smelling environments. The research found a dramatic improvement in ethical behavior with just a few spritzes of citrus scented Windex". (reported in The Christian Science Monitor)

Who knew that a clean home is not ONLY a healthy home, but a home that the civility of our species depends on?! And think what we could do with this knowledge - if all new cars came with an automatic fragrance dispenser wouldn't that mean the end of road rage? And hiring a cleaning service could not possibly be considered a luxury, but would be a person's moral duty! Something to think about! ☺

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Sponge & Sparkle News



In keeping with our commitment to environmentally safe products, we will be phasing out Comet cleanser and replacing it with Bar Keepers Friend. BKF is environmentally safe, phosphate free and never tested on animals. We will also be able to reduce waste and packaging by ordering it in 40lb boxes and just refilling our containers. Most importantly, it is just as effective, if not more so, than Comet.

We are also getting a new bathroom cleaner from Seaside Naturals. This is another green product that we are excited about, which is made up of borax, lavender, eucalyptus, and tea tree oil (a natural disinfectant).

Also, we are going to be doing a special promotion with our fellow small business neighbor, **Midtown Laundry** - a pick up and delivery dry-cleaning and laundry service. This is a terrific service with a responsive and conscientious owner that I think you would love if you tried it. If you normally spend over \$30 a month in laundry fees this would be a good fit for you, and for the rest of the year, Phil, the owner, is giving exclusively to Sponge & Sparkle customers \$10 off the first order. We will be dropping off some information on this for you.



With the coming holiday season why not think about a Sponge & Sparkle gift certificate for those certain people on your list? For instance what about your child's hard-working teacher? You could go in with another parent and she would be thrilled! It's creative, practical, and unexpected - and really, who wouldn't love it?! The presentation is very nice because we wrap a beautiful big cup and saucer with a bag of Starbucks coffee or a selection of teas inside and do a printed gift card on the outside that says "**A CUP OF FREE TIME!**" You can get the gift certificates for our regular hourly rate charge with a minimum of \$99 (2 people for 1 ½ hrs) and we take all major credit cards. We will be putting a photo of The Cup Of Free Time on our website for you to see.

Did you know that Spring is NOT actually the best time of year to do a "spring cleaning"? The reality is that Fall is a far better time of year to do a thorough cleaning! The reason that we think of Spring as the best time of year for this task is that in years past, homes were heated in the winter with smelly, dirty fuels like kerosene, coal burning stoves and fireplaces. By the time Spring came around and the houses could be opened back up, the walls, furnishings, and rugs would be covered in soot and grime, so it was natural to "spring" clean then. Now our fuels are much cleaner and healthier and houses do not get nearly as dirty in the winter months. Actually because the houses are closed up they get less dirty during this time, making Fall the better time of year to deep clean because it will stay cleaner!



SOLUTIONS TO COMMON HOLIDAY DINNER PROBLEMS (Real Simple Magazine)

Problem: You don't know what size turkey to buy

Solution: If you only need enough for just the dinner, buy $\frac{3}{4}$ lb to 1 lb for every person. If you want enough for leftovers, calculate 1 lb or slightly more per person.

And if you need a large turkey, consider buying two 10 to 12 lb. birds and roasting them side to side. Small turkeys cook and defrost much more easily than supersize ones and they stay moister.



Problem: The turkey is still frozen

Solution: Give it a cold bath! Water is a much better conductor of heat than air in the fridge so this method works faster. Fill the sink or large bucket with cool water and plunge the bird in, in the original wrapping, breast side down. If the turkey has been defrosting in the fridge for several days a mere half-hour may do the trick. If you need to defrost a fully frozen turkey, allow half an hour per pound. The USDA advises to change the water every half-hour or so. Never thaw a turkey at room temperature.

Problem: To baste or not to baste?

Solution: Frequent basting is a hassle and opening and closing the oven door can wreck havoc with the oven temperature. Since the purpose of basting is to facilitate browning and crisping, rubbing the bird generously with butter before you put it in the oven will do the trick almost as well. Be sure to dry the bird first or the butter will not adhere.

Problem: Flavorless Gravy

Solution: Reach for a splash of fortified alcohol - Madeira, sherry or port will lend a mellow richness to your gravy. To ensure a better gravy next time-boost the flavor of the pan drippings by stewing thickly sliced carrots, onions and celery in the pan beneath the raw bird. Add just enough water to cover the bottom of the pan and while the turkey roasts, the veggies will caramelize, giving depth to the flavor of the drippings. Strain and discard the vegetables or puree them into the gravy for a thick sweet sauce.



AS ALWAYS, THANK YOU FOR YOUR BUSINESS! WE APPRECIATE YOU!!



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