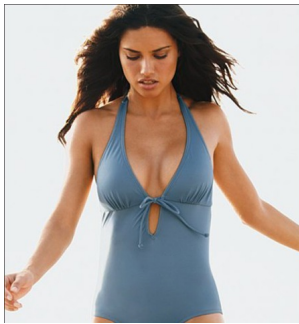


How to Care for Your Swimwear

To survive blazing Arizona summers, fabulous swimwear is an absolute necessity. However, sorting through racks and websites for that perfect suit is only half the battle. In order to protect your stylish investment, you must properly take care of its delicate material.

Deena Drummond, the CEO of Roux Maison Swimwear Detergent, knows a thing or two about caring for swimwear. She offered her top-notch tips on how to keep swimsuits looking fresh for every poolside occasion.



1) Instead of simply tossing it on the bathroom floor, always rinse swimwear as soon as you take it off to remove salt, chlorine, minerals, perspiration and sunscreen. This will help prevent fading and damage to the fabric.



2) Hand washing swimwear is optimal, especially if your suit has embellishments. If you must wash it in the wash machine, always use the delicate cycle and cold water.



3) Harsh chemicals in regular detergent can do more harm than good, so opt for a specialty detergent such as Roux Maison Swimwear Detergent. Roux Maison will maintain swimwear's elasticity, shape, and color and doesn't leave any pesky residue.



4) Always hang or lay flat to dry. Putting swimwear in the dryer is a big no-no.

With a little love and TLC, your suit can tough it out and make a comeback next summer.