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Dear FTC,

I am writing regarding the Commission's recent decision to make the Professional Wet Cleaning (PWC) label an "**option**" only rather than "**mandatory**".

Leaving the PWC label as an option only will continue a deceptive form of trade with the consumers because consumers rely so heavily on the direction of the care label that its "mandate" often supersedes the expertise and knowledge of a seasoned Professional Wet Cleaner. In my store, hundreds of wedding gowns, leather, suede, fur coats, rugs, and draperies in addition to all regular dry cleaning items are processed weekly. Often times, consumers proclaim: "But the label says DRY CLEAN ONLY!" It does not seem to matter to them that we process hundreds of these pieces weekly, daily, and most importantly, successfully! In fact, the beauty of Professional Wet Cleaning is that we process virtually all items that say "Dry Clean Only in addition to items that say "DO NOT DRY CLEAN"! But because the care label fails to acknowledge this, consumers are kept ignorant and Professional Wet Cleaners are kept silent.

California is the forerunner in innovative garment care with several hundreds of Professional Wet Cleaners as well as many additional dry cleaners who eagerly claim to be "Wet Cleaning". Many dry cleaners that are using solvents install small Wet Cleaning machines and plaster over their store front that they are "eco-friendly" and "organic" when they clearly are not. This partial truth that these cleaners are utilizing attest to the fact that Professional Wet Cleaning is such a successful, viable, and unavoidable next chapter in the future of garment care that even they jump in on the unavoidable growth and change.

I hope that the FTC will seriously look into the amazing depth of what Professional Wet Cleaning has accomplished and what its actual potentials are. I also hope that the FTC will not sit as a lame duck and wait another decade before realizing that they failed their duty to the consumers to protect them from untruthful and deceptive practices executed by dry cleaners and wet cleaners all across the country.

Thank you.

/S/

Julianna Y. Mo
CEO

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