



2016



PROTECT THE BODY. FREE THE SOUL.TM



THE MOST INNOVATIVE BRAND IN CAR CARE

For the past 70 years, Turtle Wax has been a leader in the car care industry, formulating innovative product lines to meet the ever changing needs of both car consumers and the automotive industry.

With humble roots in Chicago, IL., Turtle Wax continues to be a family-owned and operated business with sales in more than 90 countries. Consumers look to Turtle Wax® for the best shine and protection for their cars, which is why our passionate scientists continue to innovate best-in-class products.

For more information, visit TurtleWax.com or join our fast-growing community on Facebook and Twitter.



BREAKTHROUGH



NEW PRODUCTS



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.



Hyper-Shine for Wheels & Tires

The newly reformulated wheel & tire line works faster and shines longer for the perfect finishing touch. Our chemists have refined each formula for precise control, delivering the ultimate high gloss protection for wheels and tires.



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

- 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



High Shine Car Wash

T146R4PK 4PK 64 FL. OZ

Super Foaming Formula

- Gently lifts dirt without scratching
- Instantly reveals brightness and shine



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® Sealant

50578 4PK .65 FL. OZ

**12 Months of Protection
in 15 Minutes**

- The foundation of the Smart Shield® System
- Wipe on, walk away with no buffing
- Crystal clear shine with no residue and no streaking



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 Just 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



Total Exterior Detailer 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

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





TIRE

Jet Black® Tire Coat

T12KT 6PK

**Fastest Drying, Longest
Lasting Shine**

- Exclusive acrylic coating bonds to sidewalls
- The only formula that corrects tire browning



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

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

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



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 Detailers 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



Color Back®

T270R1 6PK 16 FL. OZ

Restores Clear Coat Finishes

- Removes oxidation to reveal natural look and color of paint
- Leaves an ultra-smooth high shine finish



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





SPECIALTY CLEANING

Power Foam Bug & Tar

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



NEW!

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



INTERIOR





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

T96R 6PK 10.4 FL. OZ

50570 6PK 16 FL. OZ

Shines and Protects Interior Surfaces

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



Dash & Glass

T930 6PK 23 FL. OZ

Superior Cleaning in Just 1-Step

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



Dash & Glass Foaming Cleaner

50599 6PK 19 FL. OZ

Precision Foam for Easiest Cleaning

- Lifts dirt for streak-free cleaning on interior and exterior glass
- Cleans & protects with no greasy residue



NEW!



LEATHER

Deep Cleaning Leather Kit T480KT 6PK Renews Leather to Like-New

- Stain Erasers help remove blue jean stains, scuffs & stubborn dirt
- Revitalizes the smooth, soft feel of 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





CARPET, UPHOLSTERY & FLOOR MAT

ICE® Heavy Duty Carpet & Floor Mat

50572 6PK 48 FL. OZ

Restores Carpet and Floor Mats to Like-New

- Turbo charged foam restores color and brightness
- Proprietary brush-cap reaches deep to remove salt stains, dirt and odors



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



Power Out!® Floor Mat

50600 6PK 18 FL. OZ

Formulated Exclusively for Rubber Floor Mats

- Powerful foam penetrates for deep cleaning of rubber, vinyl, and plastic
- Superior cleaning on all types of floor mats
- Brightens rubber floor mats and enhances color



NEW!



UNDER THE HOOD

Marvel Mystery Oil®

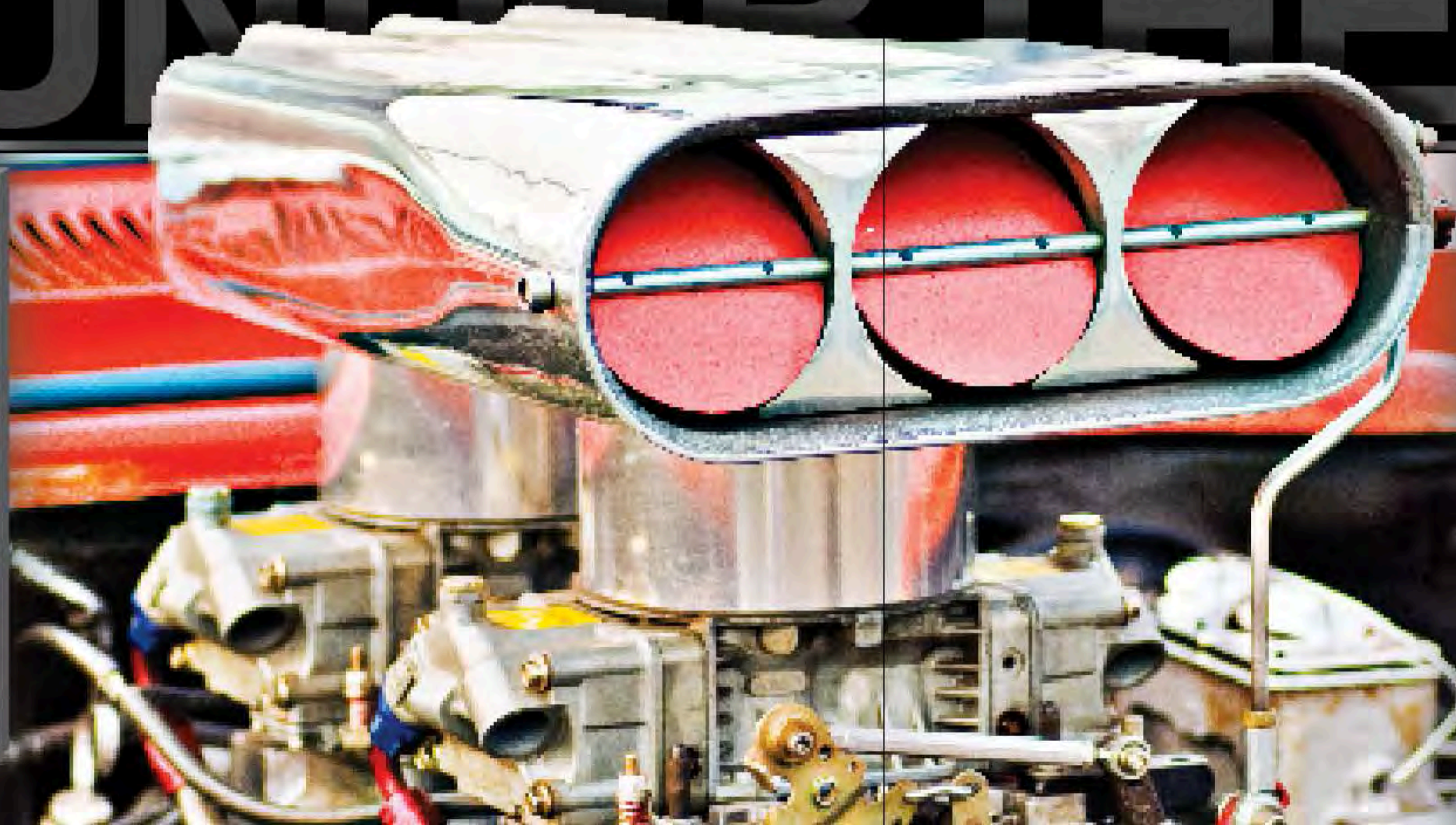
MM12R 6PK 16 FL. OZ

MM13R 6PK 32 FL. OZ

MM14R 4PK 128 FL. OZ

**Deepest Penetrating Performance
Enhancing Lubricant and Cleaner**

- Achieve Marvel Performance by deep cleaning deposits and corrosion while providing superior lubrication to fuel systems and engines
- Effective for oil and fuel, and for all engines: cars, trucks, boats, airplanes, and more



Marvel® Air Tool Oil

MM85R1 6PK 32 FL. OZ

MM080R 6PK 4 FL. OZ

**Deepest Penetrating Performance
Enhancing Lubricant and Cleaner**

- Achieve Marvel Performance for all piston-type and rotary air tools
- Removes deposits, corrosion, and sludge, providing maximum lubricity



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