

leather protection

Ever wonder how beef jerky is made? It is actually a really simple process. You select a piece of your choice of beef, cut it into thin strips, salt it really good to dehydrate, place it into an oven and then BAM! Beef Jerky! Simple, right?

Well, while many of us enjoy the taste of beef jerky sitting on it would be less desirable. Yet, so many of us are putting our leather seats through this same jerky process. How?

Leather is made up of cow skin, nothing more. Cow skin, like ours, is made up of millions of microscopic pores. These tiny pores absorb, among many things, our sweat and as the water from our sweat evaporates, salts contained therein remain absorbing all other essential oils in the leather, causing dehydration.

The next factor is the high temperatures found inside of our cars. On a hot summer day, let's say 12:00pm, outside temperatures can reach as high as 101°, now that is just outside of the car. Inside of a closed car, if the temperature is 101° outside of the car it is more than likely over 120° inside the car.

This dehydration process combined with the extreme temperatures in our cars make for the perfect beef jerky recipe

+ SALT
Extreme
HEAT
BEEF JERKY



carbutler™

the solution

Cleaning and conditioning

Leatherique recommends the use of Prestine Clean every time you wash your car

carbutler offers

Detail Leather Seats

mid-size
\$40

full-size
\$45

over-size
\$50

It is recommended that you treat your leather with the Rejuvenator Oil every 6 months

Education is Key

It's important to make educated decisions when considering the best way to care for your leather. Choosing the wrong product can leave behind devastating effects. There are a lot of other formulas out there that contain silicon and waxes which seal in the leather's pores, not allowing the leather fibers to breathe or receive any nourishment. They essentially just sit on the top of the leather, drying it out! Oils from silicon can also dissolve the leather's natural oils, making the leather sticky. Another unpleasant affect is a filmy haze that is left behind on your windshield and possibly your rear-view mirror. This is caused by a chemical reaction to the silicon's chemicals and the sun.

What we use and Why

Prestine clean does not contain any harsh chemicals or silicon that would dry out fine leather. PRESTINE CLEAN gently removes contaminants leaving behind a clean, matte sheen, without any greasy or oily residue. Its ability to condition and clean in one easy step makes it ideal for regular maintenance cleaning.

Rejuvenator Oil is known world-wide for its ability to soften even cardboard hard leather. But don't let the name fool you, there are absolutely no oil fillers, of any kind, found in this formula. It actually shares many of the same ingredients of a good face cream, including a complex blend of proteins and collagens. These help to plump up the fibers in the leather and restore elasticity. Its unique formula actually forces proteins into the leather while pushing dirt out! It leaves leather soft, supple and strong while preventing it from drying, cracking or tearing.



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