



MEMOFLEX

A touch of performance.

A modern-day miracle.

Years of testing have identified an innovative compound that visibly prevents denim from sagging and bagging.

A truly denim Botox that preserves jeans as symbol of simplicity, sex-appeal and expression. A fluid alchemy that shows improved quality on many stretch fabrics.

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1922
RUDOLF FASHION
DIVISION

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Residual curling Stretch denim

Treated with **RUDOLF® RUCO-PUR SLR** (left) and untreated (right)



10-days wash & wear test Stretch denim

Treated with **RUDOLF® RUCO-PUR SLR** (left) and untreated (right).