SUMMER/FALL 2023





With back to school right around the corner, searches for school bags have increased by **76%** and searches for high-school outfits have increased by **107%.**¹

The LG Styler[®] Steam Closet sanitizes, refreshes and dries hard-to-wash clothing and household items – including your kids' school bags, stuffed animals and sports gear. It is also great for school uniforms too, such as collared shirts, ties and blazers!

This September might be the first time you are having to make lunch for your kid who is just starting school. Searches for kindergarten lunches have increased by **268%.**²



When preparing lunches for the week, remember the LG Counter-Depth MAX[™] refrigerator has a 26 cu. ft. capacity³ of a standard-depth fridge packaged in a counter-depth design to store your weekly groceries and prepped lunches for the family. Also curious to know mid-week if you're low on staples? The Edge-to-Edge Mirror InstaView[®] allows you to knock twice to see inside the easy-access door and determine what items you may need - without letting any cold air out.

Heading back to school and activities means that families are looking for easy recipes. Searches for easy air fry recipes have increased by **110%.**¹



LG Induction Ranges include an Air Fry cooking mode that provides guilt-free crisp. Check out Anna Olson's Mac and Cheese Squares.

For more meal ideas, visit Anna Olson's recipe page.



85%⁴ of Canadians note having a clean house is an important wellness practice. Searches for cleaning motivation have increased by **104%.**¹



Preparing for the fall is not only about getting kids ready for school, but also preparing your home – and this includes your laundry room. Searches for laundry room inspirations have increased **204%.**²



When planning your laundry room, it is key to have a functional space and great storage. The LG TWINWash[™] Pedestal Washer that fits perfectly under the LG AI Front Load Washer not only optimizes space but enables you to wash two loads at the same time and is great for washing delicates and smaller items! Another great option is the LG TWINWash[™] Laundry Pedestal, which fits underneath the LG AI Front Load Dryer. It provides accessible storage space to keep detergent, dryer balls and sheets

The LG CordZero[™] All in One Cordless Stick Vacuum delivers on cleaning performance to keep dirt, dust and pet hair at bay providing you with a clean space that will help you feel calmer, more motivated and more focused. As families prepare their menus for the week and into the school year, searches for high protein meal prep items increased by **322%** year over year.⁵

Most LG Ovens have three cooking methods – ProBake Convection[®], Air Fry and Air Sous Vide. Air Sous Vide delivers an even edge-to-edge cook with low temperature control for vacuum sealed foods. For an air sous vide recipe you'll love, check out Anna Olson's Crispy Pork Belly Soft Tacos recipe.

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