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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

**AMIDST INCREASED CONCERN ABOUT GERMS AND TOXINS,
"SAFEGUARDING YOUR HOME" IS SAFEGUARDING YOUR LIFE**

- Earth Friendly Products launches online campaign encouraging consumers to make homes safer -

GARDEN GROVE, Calif. – Earth Friendly Products (www.ecos.com) today launched its "*Safeguard Your Home!*" online campaign, a nationwide program to encourage consumers to rid their homes of toxic household cleaners. In an effort to increase awareness of keeping the home environment safe and healthy, the new campaign encourages consumers and homeowners to protect themselves from the dangers that toxic cleaners pose to the household and individual health.

"Share your new ideas about your dedication to switching to green products, and we will replace your cleaning products with samples of Earth Friendly Products that are safe and effective for families, pets and the environment," said Van Vlahakis, CEO of Earth Friendly Products. "This campaign is a great way to share ideas and help improve consumer use of eco-friendly products by replacing toxic cleaning products with replacements that are better for the home, the environment and for people."

To participate in the campaign, users can visit www.ecos.com or www.efpclean.com and click on the "*Safeguard my home!*" button. From there, users are encouraged to pledge, in 50 words or less, why using eco-friendly products in their home is important to them. All submissions will receive free Earth Friendly Product samples based on their submission.

In a 15-year study conducted in Oregon, results proved that women who worked in their homes were fifty percent more likely to get cancer than women who worked

- more -

outside of their homes.* At the time, researchers strongly suspected toxic cleaning products to be the culprit.

For years, families have been warned about the hazardous toxins, such as formaldehyde, ammonia, nonylphenol ethoxylate and petroleum-based solvents found in their cleaning products. Little was done to change the dangerous compounds that threatened people's health and the planet. In an effort to prevent toxins from entering the home and other environments, Earth Friendly Products' *Safeguard Your Home!* online campaign continues to encourage consumers to utilize more eco-friendly cleaning products that keep homes and workplaces clean and - most importantly - their families and pets safe and healthy.

Toxic ingredients are contaminating some of the most important spaces of everyday living – the skin, food and air. To safeguard consumers from these toxins, Earth Friendly Products offer products to keep the following areas safe:

- **SKIN:** The skin is the largest organ of the body, and yet consumers are absorbing toxic ingredients every day by wearing clothes that have been laundered with toxin-loaded detergents. To safeguard the skin from harsh toxic laundry detergents, ECOS provides a concentrated liquid laundry detergent with better price performance than its competition, cleaning a full laundry load with only 1 ounce. With built-in coconut based fabric softener and cellulose based optical brightener, the ingredients prove to be much gentler on human skin.
- **FOOD:** Every day, consumers unknowingly consume toxins as toxic residue from dish detergent is left on their glasses, plates and silverware and then seeps into the food and beverages they consume. To make sure silverware, glassware and plates are free of toxins, Earth Friendly Products' new High Performance Wave is phosphate free, chlorine free and caustic free to protect and clean dishes, silverware and glasses. With a neutral pH, all plant-based and 100% biodegradable, the all natural auto dishwashing product provides a safe clean for all kitchen-ware.
- **AIR:** Every spray of traditional all purpose cleaner exposes consumers to highly dangerous toxins. Breathing in chemicals on a daily basis can have tremendous negative health effects, and yet most consumers aren't aware of the dangerous habit. To combat toxic cleaning products in the airstream while keeping the home clean, Earth

Friendly Products offers Parsley Plus All Surface Cleaner. Parsley Plus brings the fresh smell of parsley into the home and effectively cleans kitchen countertops and other hard surface areas.

"The EPA estimates that indoor air pollution is 5 to 70 times higher than outdoor air pollution, primarily because of the toxic cleaning products in our homes," said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. "We all have the opportunity to change this and take greater responsibility for our actions. There are 300 million Americans, and every action we take, including sharing ideas, makes a difference for the entire world."

To safeguard your home, your family and environment, head to the green section of your local store to find Earth Friendly Products – from ECOS Laundry Detergent, Wave and Dishmate to EcoBreeze, Parsley Plus All Surface Cleaner and an array of other award-winning products,

Readers who would like more information about Earth Friendly Products should visit www.ecos.com.

About Earth Friendly Products

Earth Friendly Products is the leader in the development and production of environmentally friendly cleaning supplies for household and commercial use with over 150 products manufactured, distributed, and sold in the USA, Canada, Europe, South America, and Asia. All Earth Friendly Products are created with only replenishable and sustainable plant-based ingredients that are safe for people, pets, and the planet. The company proudly adheres to its strict "Freedom Code", a list of harmful and toxic ingredients that are not found in any its products. Earth Friendly Products has proudly received the 2009 Green Patriot™ Green 100™ Designation and the Champion level recognition from the US EPA through the Design for the Environment (DfE) Program's Safer Detergents Stewardship Initiative.

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EDITOR'S NOTE: For more information about Earth Friendly Products, or to speak with Vice President Kelly Vlahakis-Hanks, please contact Nancy Trent or Pamela Wadler at (212) 966-0024.

* *'Make it a Green Sweep this Spring'; Chicago Tribune, Sunday, 4/15/07, Section 15 Home & Garden, by Barbara Mahany*