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**For: Earth Friendly Products**

**EARTH FRIENDLY PRODUCTS TAKES THE PLEDGE: COMPANY TO SWITCH TO LIQUID POWDER DETERGENTS TO CONSERVE WATER**

**GARDEN GROVE, Calif.** – Earth Friendly Products, the leader in 100% eco-friendly cleaning products, announced today the company will eliminate all powder-based laundry and dish detergents as of January 2010. The decision to produce only water-based detergents results from the increased concern about the environmental and financial costs powder detergents containing salt have on the creation of consumable water.

Earlier in the year, Earth Friendly Products CEO, Van Vlahakis, installed his own water purification system near his home by the ocean as an experiment to explore water conservation. He learned, firsthand, the immense work and financial cost that goes into removing salt content from ocean water. He discovered that salt does not assist in the cleaning process; in fact, it only adds toxins to the water supply and environment that can easily be avoided. After much research, a large sum of money and one purification system later, Van recognized that eliminating salt from water is an arduous and costly procedure and one that could be prevented. Van's experience and the well-documented expensive problems involved in desalinization led the company to its decision to switch to water-based detergents in order to protect the water supply and help consumers to do so as well

"Municipalities across the country are dumping loads of toxic salt into the ocean instead of purifying and reusing it for our water supply," said Van Vlahakis, CEO of Earth Friendly Products. "The State of California is taking measures toward the removal of salt from its water supply, and we can, too. Powder cleaning detergents contain up to 80% salt, which doesn't

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help the cleaning process, but does harm our water supply. Earth Friendly Products is taking this step and will make only salt-free powder-free products to provide consumers with water-based liquid detergents for safer, healthier and more effective cleaning.”

Earth Friendly Products ECOS® Liquid Laundry Detergent, a water-based liquid laundry detergent that is 100% salt free, has been deemed the top-selling green laundry detergent in the world.

Readers who would like more information about Earth Friendly Products should visit [www.ecos.com](http://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.