

From: Nancy Trent/Pam Wadler
Trent & Company, Inc.
594 Broadway, Suite 901
(212) 966-0024
pam@trentandcompany.com



For: Earth Friendly Products

FOR IMMEDIATE RELEASE

**FIRST EVER HAND AND MACHINE DISH DETERGENT LAUNCHED
BY EARTH FRIENDLY PRODUCTS**

- Versatile new eco-safe product debuts at Natural Products Expo West -

GARDEN GROVE, Calif. – Earth Friendly Products, makers of the top-selling eco-friendly cleaning detergent, introduced the latest addition to its award-winning lineup, DuoDish Detergent at Natural Products Expo West. DuoDish Detergent – a powerful dishwasher gel that is also gentle enough to be used as a hand detergent – has been proven to get dishes sparkling clean without hurting the environment.

“Our goal in developing DuoDish Detergent was to provide greater convenience and versatility for consumers,” said Van Vlahakis, CEO of Earth Friendly Products. “This dishwashing detergent puts the choice and the power of cleaning dishes with natural ingredients in the hands of consumers. Now, when it comes to washing dishes they can really have it their way.”

When you only have two or three dishes to wash, you probably don’t want to use a dishwasher because it’s wasteful. With DuoDish Detergent, you don’t need to buy a hand dishwashing product. DuoDish Detergent is effective both ways; the new formula has integrated the power of Wave and Dishmate into one convenient bottle.

In the spirit and commitment of the Earth Friendly Products philosophy, the 100% salt free, all-natural DuoDish detergent won’t put consumers’ health at risk or pollute the earth’s waterways, and cleans just as well as its biggest non-fragrance-free competition. Like Earth Friendly Products’ entire product line, it is formulated using a strict Freedom Code that renders it free of phosphates, 1,4-dioxane, formaldehyde, petroleum, bleach, ammonia and other irritating chemicals.

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Natural Products Expo West is the world's largest natural and organic products trade show. Featuring more than 3,000 exhibits, the 2010 event is expected to draw in excess of 50,000 attendees when it takes place March 12–14 at the Anaheim Convention Center.

In addition to the new DuoDish Detergent, Earth Friendly Products will also showcase their most popular products from their award-winning line including:

- Dishmate Free & Clear
- Kitchen Starter-kit, which includes Lavender Dishmate Hand Dishwashing Liquid, Lavender Hand Soap, Parsley Plus All-Purpose Cleaner, and Fruit and Veggie Wash
- Orange Plus – a powerful concentrated all-purpose cleaner made from orange oil

"Our company is built on a solid foundation of safeguarding where we live, work and play," said Kelly Van Vlahakis-Hanks. "DuoDish Detergent is another great product that delivers on the promise to clean with the power of nature's own ingredients and protect people and the earth."

The DuoDish Detergent will be available in a 25oz. size bottles for \$3.99. Earth Friendly Products are available at Costco, Fresh&Easy, Ralphs, Sams Club, Whole Foods and other fine retailers across the nation.

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.