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Earth Friendly Products' Eco Breeze a Back-to-School Shopping Staple for College Students

Chemical-Free Fabric Refresher Giving Febreze Some Eco-Conscious Competition

Garden Grove, CA – July 21, 2009 – Before college students step foot in their dorm rooms this fall semester, they'll be arming themselves with a must-have shopping checklist. As they roam the aisles of their local retail center, there's one item in particular they'll not want to forget. A safe and effective fabric freshener is a multipurpose must-have for every university campus dweller. To that end, environmentally conscious parents may want to encourage their collegiate sons and daughters to make the switch from Febreze to Eco Breeze. Manufactured by Earth Friendly Products, Eco Breeze contains only pure, honest and simple ingredients that are non-toxic and plant-based.

Faced with a host of other priorities and a lack of access to laundry facilities, many college students save up their dirty clothes and linens for their trips back home to mom and dad. Unfortunately, several weeks lie between the start of the semester and fall break. In the interim, a high-quality, effective fabric freshener can keep the bed bugs and bad odors at bay. But does that refreshing scent and peace of mind have to come at an environmental and health-risky price? Earth Friendly Products doesn't believe so.

Traditional fabric refreshers contain synthetic oils that are known to be eye irritants and to cause asthma. They're also often full of phthalates, chemicals that have proven to be hormone disruptors. In fact, just last month, "Science Daily" reported that "Exposure To Phthalates May Be A Risk Factor For Low Birth Weight In Infants." The article went on to point out, "Chemical compounds used as plasticizers in a wide variety of personal care products, [phthalates have] been associated with negative changes in endocrine function."

No parent wants to expose their children to such risks, and now they have an alternative. Eco Breeze by Earth Friendly Products will keep students' clothes, bedding, shoes, etc. smelling fresh between washings without the chemicals found in other leading fabric fresheners. In fact, Eco Breeze's ingredient list contains only all-natural, pronounceable components like purified water, grapefruit seed extract and corn-derived odor eliminator.

Earth Friendly Products understands parents' concerns. "We're a family business that does everything with a special kind of care," explains Kelly Vlahakis-Hanks, Vice President. "As the mother of a five-year-old, I'm more conscious than ever that everything individuals do to harm the environment is putting my daughter at risk as well," she continues. "For the past twenty years, we've striven to make the world a better place for her and all children." Eco Breeze is just one of 150 ways Earth Friendly Products is improving the world in which young people live.

Incoming college students and the parents who care about them can learn more about Eco Breeze, the earth-friendly alternative to Febreze, online at www.ecos.com. Interested media may arrange a meeting with company management by calling (800) 841-3100, extension 243.

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 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” in the manufacture of all its products. Earth Friendly Products is the recipient of the 2007 PETA Proggy Award for Best Line of Cruelty-free Household Products and the Natural Home Magazine’s “Readers’ Choice Award” for Best Eco-Friendly Cleaning Products. For more information on the company and products, please visit www.ecos.com or call (800) 841-3100, ext. 227.