



Live Free. Live Green

THE ECOS OBSERVER

THE OFFICIAL NEWSLETTER FOR EARTH FRIENDLY PRODUCTS

VOL. 3, No. 1 May 2008

EDITORIAL



THOUGHTFUL LIVING

Therapeutic Effects of Essential Oils

“A table, a chair, a bowl of fruit and a violin; what else does a man need to be happy?”

Albert Einstein

When Einstein speaks, you expect profundity. Yet here’s whimsy; this most complex thinker relished simple pleasures. Making music. The taste and scent of a bowl of ripe fruit. A place to sit and play; a table within easy reach. At Earth Friendly Products we know from personal experience (and from your calls and letters) that our products - especially our essential oil scents - do fit into the realm of simple pleasures.

Of all your senses, only the sense of smell is linked directly to the brain’s limbic system, the seat of emotion.

We also know why; of all of your senses, only the sense of smell is linked directly to the brain’s limbic system, the seat of emotion. Scents immediately evoke vivid feelings. We agree with Einstein (and who wouldn’t?) Simple pleasures, like the scent of almonds or freshly cleaned sheets, are some of the best parts of life. And these moments can be had everyday as you stand at the kitchen sink after dinner, make the bed, or dust the living room.

Essential oils and natural scents are in almost every one of our Earth Friendly Products. We never use synthetic fragrances - never have. Very little is known about the differences between the way petrochemically based scents and essential oils are perceived by the brain - but there is a large body of

work revealing the difficulties human bodies have processing synthetic petro-scents. (All perfumes are synthetic petro-scents; only essential oil scents are free from petroleum, and some natural scents.) And synthetic fragrances contain neuro-toxins. Neuro-toxins are known to have a causal link to central nervous system disorders, headaches, confusion, dizziness, short-term memory loss, anxiety, depression, disorientation and mood swings.

The case for essential oils is well documented. Time tested, they have very real therapeutic effects. Page two contains a chart with some of the essential oils we use, a small number of natural scents, and their benefits. Why not fill your home with some of these very real, simple pleasures? ■



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PRODUCT SPOTLIGHT

ECO BREEZE™ Fabric Freshener

Petrochemical free, Phthalate free

Every time we see that TV commercial of a teenager with his nose buried in the sofa cushions, it's funny. It's funny because teens are always doing whatever you thought they wouldn't. It's funny because the kid doesn't care if he's cool, and the child in him sticks out a mile.

What that particular TV spot has to say about teenagers resonates, especially with the parents of adolescents. But the product itself? Made entirely from petrochemicals. And there's nothing easy about petrochemically-based products - they're just hard for the human body to break down. We're water-based. Oil? Water? And if that kid's got asthma, he's in for a wheezing night. Plus, petrochemicals come from petroleum, a limited resource.

So we've created Eco Breeze™. Entirely made from plants, Eco Breeze™ will remove odors at their source, freshen air, and surprise you with its effectiveness on furniture, sports equipment, gym shoes and any other surface not affected by water. Eco Breeze™ comes in three essential oil scents: Lavender Mint, Citrus Blend and Lemongrass.

You can safely bury your nose in that. ■



ECO BREEZE™ Fabric Fresheners

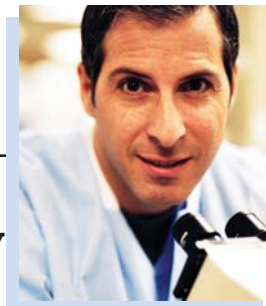
A Note To Our Readers

Thank you for supporting our natural, non-toxic product line. Each time you use our products, you are helping to maintain a healthier and sustainable home, lifestyle and environment. One by one, we can change the world and make it a better place.

Let us know what you think, and tell your friends about us. Write the friendly people at:

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Ask The Earth Friendly Chemist

Q: I've been hearing about a toxin called 1,4 dioxane. Do all natural cleaning products have some? How did it get there in the first place?

A: The news on 1,4 dioxane is that some suppliers sent manufacturers (including us) ingredients with 1,4 dioxane, promising a dioxane-free compound. All cleaning products do not have 1,4 dioxane! The substance is a by-product created as some surfactants (an element in detergents) are being made.

A dangerous compound only at specific levels, third party testing has shown that, as far as 1,4 dioxane goes, our products are in line with the levels in California's stringent guidelines natural products (Proposition 65). Nevertheless, as the leader in plant-based natural cleaners, we are committed to the making only the purest plant cleaners. Because of that, we have contracted for a different surfactant - and for third party testing. This will enable us to hold our suppliers accountable, and maintain the safest products, made from the highest quality ingredients.

ESSENTIAL OILS

Earth Friendly Products

There's another way to decide which Earth Friendly Product you should use. Look through this chart - each essential oil has its own set of benefits. For example: Tired after a long day at work, with more to do after dinner? Do the dishes with Dishmate Grapefruit. Grapefruit essential oil has long been known to 'relieve mental exhaustion, refresh and uplift'.

Essential Oil or Natural Scent*	Aromatherapeutic or Topical Effect	Earth Friendly Product
Almond	Helps relieve itching, soreness, dryness and inflammation	Dishmate™ Almond
Apricot	Moisturizes and revitalizes	Dishmate™ Apricot
Bergamot	Cheers and uplifts; also eases stress	Carpet Shampoo
Cedar	Pleasant woody aroma promotes restful thinking	Toilet Kleener
Chamomile	Calms and sedates, eases anxiety	Ecos® (all), Baby Laundry, Delicate Wash
Grapefruit	Relieves mental exhaustion, refreshes and uplifts	Dishmate™ Grapefruit
Lavender	Calms yet revives, restores balance	Dishmate™ Lavender, Wave, EcoBreeze™ Lavender Mint, Ecos® Lavender, Hand Soap, Window Kleener
Lemon	Fresh citrus scent energizes and promotes optimism	Creamy Cleanser, Furniture Polish, Stain & Odor Remover, Floor Kleener
Lemongrass	Relieves fatigue	Ecos® Lemongrass, EcoBreeze™ Lemongrass, Hand Soap
Lily*	Relieves depression	Ecos® Magnolia & Lily, Zainz™
Magnolia*	Encourages peaceful feelings	Ecos® Magnolia & Lily, Zainz™
Olive Oil	Softens and gently lubricates	Furniture Polish
Orange	Sweet clean smell refreshes, cheers and relaxes	Orange Plus®, EcoBreeze™ Citrus Blend
Parsley	Astringent herbal aroma cleanses and eases stress	Parsley Plus®
Pear*	Comfort and relief	Dishmate™ Pear, Hand Soap
Peppermint	Invigorates; revitalizes and aids concentration	EcoBreeze™ Lavender Mint
Sage	Sweet and spicy scent is relaxing; eases anxiety and muscle tension	Carpet Shampoo
Tea Tree Oil	Fresh, slightly astringent and spicy scent lends an uplift	Shower Kleener