



Contact:

Tricia Kent

Director

Avalon Communications

<http://www.avalon-comm.com>

(772) 633-8337

Earth Friendly Products Helping Taxpayers Clean-Up Algae Infested Waterways
Phosphate-free Dish Detergent Shaving Tax Dollars Spent Cleaning Lakes and Rivers

Garden Grove, CA – April 9, 2009 – Phosphates found in cleaning products have been found to be one of the most damaging pollutants to waterways. When phosphates end up in our lakes and rivers, they accelerate plant and algae growth. When the plant and algae die, the bacteria residue consumes the oxygen leaving less for fish and aquatic life which need the oxygen to survive. If the government steps in to clean the waterways, the costs will most likely be passed onto the taxpayers. Fortunately, there's an 'easy' and cost-effective step that everyone can take, on Earth Day and everyday, to rid their waterways of the damaging chemicals; purchase phosphate-free cleaning agents such as Earth Friendly Products' Wave Gel. Taxpayers and Earth Day celebrants who would like to increase the lifespan of fish and aquatic life can learn more about Earth Friendly Products' Phosphate-free Wave Gel online at <http://www.ecos.com/wave.html>.

According to the American Society of Civil Engineers, the EPA estimates that nearly \$1 trillion is needed in critical drinking water and wastewater investments over the next two decades. The Chesapeake Bay alone could incur up to a \$3 million capital project to remove the chemicals if people don't do their share to bring the levels of phosphates down. Whatcom and Spokane Counties in Washington State have already taken action preventing residents from purchasing cleaning products containing .5 percent or more of phosphates by weight. According to the Washington Lake Protection Association, beginning July 1, 2008, in counties located east of Cascade Mountains with populations greater than four hundred thousand, a person may not sell or distribute for sale a dishwashing detergent that contains a certain amount of phosphates. Other states including Illinois, Virginia, Maryland, Minnesota and Vermont plan on following this endeavor with their state-wide bans going into effect July 2010. Earth Friendly Products gives people the opportunity now to rid their dishwasher of phosphate-filled detergents and replace them with eco-friendly alternatives.

Earth Friendly Products' Wave Auto Dishwashing Gel, available in Lavender or Free & Clear, for those sensitive to scents, is 100% natural, phosphate-free, petroleum-free, 1,4-dioxane-free and is the purest, greenest, most effective dish detergent on the market. This all-natural automatic dishwashing detergent won't pollute the waterways, won't etch glasses or dishes, but yet will clean just as well as Cascade – independent studies prove it! And at \$4.99 for 40 ounces, Wave Auto Dishwashing Gel, with a built-in rinse aid, is priced to compete against the standard dish detergents so consumers can afford to incorporate green into their lifestyle.

Wave Auto Dishwashing Gel is available at Jewel, Whole Foods, Costco's, Thriftway's, Ralph's, Albertson's and other participating retail partners nationwide.

Consumers wanting to save their tax dollars can learn more about Earth Friendly Products' Wave Auto Dishwasher Gel at www.ecos.com. Interested media may arrange a meeting with company management by calling (772) 633-8337.

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 Proggly 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