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**For: Earth Friendly Products**

**FOR IMMEDIATE RELEASE**

**FIRST-EVER HAND AND MACHINE DISH DETERGENT MAKES  
GOING GREEN EASIER**

- Versatile, phosphate-free product shown for first time at Natural Products Expo East -

**ADDISON, ILL.** – October 13, 2010 – Earth Friendly Products, makers of the top-selling eco-friendly cleaning products, will change the landscape of household cleaning with the introduction of the latest addition to its award-winning lineup, DuoDish Detergent at Natural Products Expo East. After a soft launch at Natural Products Expo West earlier this year, DuoDish Detergent – a powerful dishwasher gel that is also gentle enough to be used as a hand detergent – received incredible buzz from buyers and media, and is poised to hit the market as the biggest thing in dishwashing since yellow rubber gloves.

Integrating the power of Wave and Dishmate, DuoDish gets hand-washed or machine-washed dishes sparkling clean. The all-natural formula is safe for the environment, containing no irritating chemicals, which may be harmful for humans, wildlife and the earth. DuoDish also prevents product and packaging waste, because consumers only need to buy one product for all of their dishwashing needs.

“Families have less time to clean these days and our goal at Earth Friendly Products is to provide simple, healthy solutions for every household,” said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. “DuoDish is a convenient solution for families, whether they have a few dishes to wash in the sink, or an army’s load of dishes after a holiday meal. DuoDish puts the all-natural choice for dishwashing back into consumers’ hands.”

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**DUO DISH EXPO EAST 2-2-2**

In the spirit and commitment of the Earth Friendly Products philosophy, the 100% 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.

Natural Products Expo East is the largest natural, organic and healthy products trade show on the East Coast, and is expected to draw up to 25,000 international industry professionals when it takes place October 14-16 at the Boston Convention & Exhibition Center. Earth Friendly Products will be at 1461.

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

- Safeguard Your Home Starter Kit, which includes Dishmate Hand Dishwashing Cleaner, ECOS All-Natural Laundry Detergent, Wave 100% Natural Auto Dishwasher Gel, Eco Breeze Fabric Refresher, Window Cleaner and Parsley Plus All-Surface Cleaner.

DuoDish Detergent will be available in a 25oz. size bottle for \$3.99. 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 of 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.