



Contact:

Kelly Vlahakis-Hanks
Vice President of Media Relations
Earth Friendly Products
<http://www.ecos.com>
(800) 841-3100 ext. 227

Tricia Kent
Director
Avalon Communications
<http://www.avalon-comm.com>
(772) 633-8337

Earth Friendly Products Invites Attendees to be Free & Clear at Expo West 2009

New Wave Free & Clear Gel Featured at Worlds Largest Organic Tradeshow

Garden Grove, CA – February 18, 2009 – When 50,000+ attendees convene for Natural Products Expo West 2009 next month, they'll have an opportunity to learn more about the health benefits of being free and clear. On display will be Earth Friendly Products' (www.ecos.com) recently unveiled Wave Free and Clear, a powerful auto dishwashing gel free of fragrances and perfect for those with sensitive skin or allergies.

In 2007, fragrances were named "allergen of the year" by the American Contact Dermatitis Society. In addition, according to iVillage.com, many people use fragrances regularly without any ill effect, but for sensitive people, fragrances can cause a range of other reactions, including contact dermatitis (an itchy and inflamed skin rash), asthma, nasal congestion, cough, hives or eczema.

Natural Products Expo West is the world's largest natural and organic products trade show. Featuring over 3,000 exhibits, the 2009 event is expected to draw in excess of 50,000 attendees when it takes place March 6–8 at the Anaheim Convention Center. With its focus on supporting organic farmers who reduce the pollution and waste that are so harmful to the planet, Earth Friendly Products' mission seamlessly aligns with Expo West's agenda.

In addition to the new Wave Free and Clear, 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
- ECOS 100% Natural Laundry Detergent Packs pre-measured with built-in soy-based fabric softener

- Orange Plus – a powerful concentrated all-purpose cleaner made from orange oil

Attendees of this year's Expo West can visit Earth Friendly Products booth at booth number 3432. 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

###