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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

EARTH FRIENDLY PRODUCTS DEALS A BLOW TO BREAST CANCER

- The leader in all-natural cleaning products raises awareness of the dangers to families who use harsh, toxic chemicals to clean -

GARDEN GROVE, Calif. – Oct. 15, 2010 – After a July 2010 study by Silent Spring Institute in Newton, Mass., which provided strong evidence linking cases of breast cancer with high use of household cleaning products, Vice President of Earth Friendly Products, Kelly Vlahakis-Hanks is urging women to take a good, hard look at the ingredients in the cleaning products they use every day.

The study, which surveyed 787 breast cancer survivors and 721 women who had not been diagnosed with the disease, found that women who use chemical-filled cleaning products frequently were at a two-fold higher risk for developing the disease. The study concluded that "...exposure to chemicals from household cleaning products is a biologically plausible cause of breast cancer and avoidable."

If women can find a way to avoid a huge risk factor for breast cancer, shouldn't every person on the planet know about it? Vlahakis-Hanks, who lost her mother to breast cancer, thinks so. She has more than business in mind when it comes to green cleaning. "We have a responsibility to ourselves and our families to choose the safest option when it comes to cleaning products," said Vlahakis-Hanks. "Homemakers think that they are providing a clean and safe home for their families, but they are really sacrificing their health for shiny floors."

While the use of chemical-laden cleaning products is regulated on the industrial side, it is not for home usage. Many areas of the home that we clean, like the shower, provide little to no ventilation. Just a few minutes of exposure to chemicals like ammonia can do significant genetic damage to the body. In fact, a survey conducted by the U.S. National Health Interview

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Survey found that women were at an increased risk for a variety of cancers, as well as chronic respiratory disease when they work in the home.

“The outright toxicity of certain household cleaning products is unacceptable,” continued Vlahakis-Hanks. “We need to raise awareness of this issue, especially during the month of October when we honor those we lost to breast cancer. Breast cancer does not just affect women so we must protect everyone from the dangers of exposure to noxious chemicals.”

Earth Friendly Products manufactures all-natural, green cleaning products that do not contain noxious ingredients. The company is continuing to raise awareness of the dangers that lurk in cleaning products through the company’s ongoing “Safeguard Your Home” campaign. The campaign is a nationwide program that encourages consumers to rid their homes of toxic household cleaners, in an effort to keep the home environment safe and healthy.

For more information about Earth Friendly Products, visit 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 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.