



Contact:

Tricia Kent

Director

Avalon Communications

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

(772) 633-8337

Earth Friendly Products Cleaning Up Over Seas Phosphate-free

Earth Friendly Products Seen at Natural and Organic Products Tradeshow of Europe



London, UK – April 2, 2009 – In early April, Earth Friendly Products, a leader in manufacturing eco-friendly cleaning products, traveled to London to exhibit at the Natural and Organic Products Tradeshow of Europe. From April 5th – 6th, Earth Friendly Products unveiled their new ECOS Magnolia and Lily 20 Wash laundry detergent as well as the new Phosphate-free Wave Concentrated Automatic Dishwashing Gel.

This year's Natural and Organic Products Europe brought in over 600 exhibitors from over 60 countries and thousands of the best natural and organic products from around the world. The largest organic tradeshow of its kind in Europe, the show attracted over 8,000 attendees and delivered an exciting show for all vendors alike.

ECOS, the best-selling green laundry detergent in the world, now available in a 20 wash size, gives eco-conscious consumers more bang for their buck. With the power of double concentration, ECOS Magnolia and Lily will last longer in the laundry room than any other green laundry liquids and the built-in fabric softener will eliminate the need for a separate purchase saving shoppers some green at check-out. 1 oz. of ECOS is all that is needed to clean a full load using an HE machine.

Earth Friendly Products' Wave Auto Dishwashing Gel, available in Lavender and Free & Clear for those sensitive to fragrances, gives consumers a quality dishwashing detergent that has been proven to work just as well as the leading brand and is entirely free of phosphates. The patent pending Wave Gel, with built-in rinse aid, brings out the shine in your dishes and glassware without etching or scratching them.

According to ICIS.com, STPP's (sodium tripolyphosphates) have already been virtually sidelined in the laundry detergent markets in both North America and Europe and the European Commission, the EU executive, is currently considering the possibility of introducing an EU-wide ban on phosphates in all consumer detergents, which would effectively bring the region in line with the US's ban on phosphates in many states by 2010. "The whole of the US will now virtually go over to phosphate-free detergents," projects one European-based consultant. "It needs only a minority of states to introduce bans on phosphates and the whole of the country will move over to phosphate-free detergents because producers want to make detergents in only in a few plants. The next step will be for the whole of Europe to go the same way."

European consumers can begin incorporating their own household phosphate ban by replacing their standard laundry and dishwashing detergent with products that are manufactured without phosphates and other hazardous chemicals such as Earth Friendly Products' ECOS Liquid Laundry Detergent and Wave Automatic Dishwashing Gel.

Attendees of this year's Natural and Organic Products Europe can learn more about Earth Friendly Products by visiting 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 Proggy 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

###