



Contact:

Tricia Kent

Director

Avalon Communications

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

(772) 633-8337

New and Improved Phosphate-Free Dish Detergent Making a Wave Instead of a Ripple

Earth Friendly Products' New Cleaning Formulation Fights Even the Toughest Stains

Garden Grove, CA – May 20, 2009 – Faced with a ban on phosphates, Washingtonians are facing a difficult dilemma. Do they settle for a phosphate-free dish detergent that gets the job only half done or do they smuggle in a banned cleaning product from a neighboring state? Earth Friendly Products, the manufacturer of award-winning eco-friendly products, doesn't believe Washington residents should have to make such a choice. To that end, the company has given its phosphate-free Wave dish detergent a major overhaul. When it comes to fighting even the toughest stains, the new and improved version now competes with all the off-limits leading dish-washing brands.

Last month, the "Los Angeles Times" reported, "In July Spokane County adopted a near-total ban on sales of water-softening phosphates in dishwasher detergent – the first in the nation – in an attempt to slow the flood of pollutants that is sucking oxygen out of the endangered Spokane River, smothering its fish." The ban now encompasses all of Washington State and, by July 2010, will expand to include six other states.

This giant eco-friendly leap forward, however, is proving a bane to Washington residents. "The problem," many Washington residents are facing, the "Times" article points out, "is that most low-phosphate detergents are wimps when it comes to fighting greasy pots and spaghetti-crusting plates." Although phosphate-free cleaning products are lining the shelves in droves in response to the ban, they've clearly proven largely ineffective in comparison to their phosphate-laden counterparts ... until now.

With its emphasis on providing high-quality cleaning products that compete in performance, price and convenience, Earth Friendly Products had already been tinkering with its phosphate-free Wave dishwashing detergent to improve its effectiveness before the ban was officially announced. That foresight is proving a boon to fed-up Washingtonians who are currently struggling to find a legal product that gets the job done. The tweaked Wave formulation is so effective, in fact, that it works extremely well on removing all stains, including tough ones like coffee and tea.

Beth Tysdal, at KXLY-TV, an ABC news affiliate in Spokane, Wash., recently put the new and improved Wave dish detergent to the test. Her verdict? "I did take it home and try it myself. I now use it exclusively, as do several other people in our newsroom, because that's the only thing out there that actually works."

Washington residents who want to obey the phosphate ban but still enjoy crystal clean dishes can learn more about Earth Friendly Products' Wave detergent online at www.ecos.com. Interested media may arrange a meeting with Earth Friendly Products' 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 Proppy 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.

|
###