



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

Did Last Year's Cold Winter Spell Have You Slip Sliding Away?

All-Natural Ice Melt Keeps You – and the Environment – Steady on Your Feet

Winnetka, IL – December 10, 2008 – Winter of 2007 proved to be cold and blustery for many Americans. School cancellations, frozen pipes, hours of shoveling and slipping on frozen steps proved the norm for those souls who call the frozen tundras home. Winter even re-reared its ugly head when snow threatened some mountainous areas of Washington – in June! This year, rescue from the frigid conditions is just a shopping trip away with all-natural Ice Melt from Earth Friendly Products.

According to the Cleveland Clinic, “Injuries such as broken bones or severe bruising are not uncommon in falls, and up to 13,000 older Americans die from falls each year.” Thousands of these life-threatening mishaps can be attributed to people slipping and falling because of ice and snow, and even young people are not immune to the epidemic. The best line of defense is applying an ice melt to a slippery surface before stepping on it.

Unfortunately, the chemicals found in these deicing agents pose risks to the environment. The University of Delaware Cooperative Extension points out, “Rock salt, a coarse, unrefined cousin to table salt, is still the most widely used ice melting chemical in the country. However, it can cause considerable damage or death to landscape plants and turf in the areas near the treated surface.”

In an effort to rectify that non-environmentally situation, Earth Friendly Products, www.ecos.com, has unveiled the first-ever all-natural, non-corrosive product that melts ice quickly. Ice Melt, which contains magnesium chloride and small amounts of other salts, is superior to rock salt and other ice melting alternatives that corrode surfaces.

“Other chemicals mixed with salt [such as the magnesium chloride found in Ice Melt] can help speed up the initial melting process and maintain effectiveness into much lower temperatures,” explains the Delaware Cooperative Extension. As a result, Ice Melt also does a better job of deicing in weather conditions where the temperature falls far below the freezing point. Under such extremes, traditional rock salt loses its effectiveness.

Polar dwellers who would like to save themselves from potential injury this winter can learn more about Earth Friendly Products' Ice Melt online at 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 Progy 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.