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Leading Eco-Friendly Manufacturer Launches Phosphate & Fragrance-Free Automatic Dishwashing Soap

Earth Friendly Products Encourages Consumers to be Free & Clear



Garden Grove, CA – April 1, 2009 – Earth Friendly Products, providing award-winning eco-friendly cleaning products manufactured with only the finest ingredients, is excited to announce the latest addition to their award-winning line - Wave Auto Dishwashing Free & Clear Gel.

Wave Auto Dishwashing Free & Clear Gel is 100% natural and is the purest, greenest, most effective fragrance-free automatic dish detergent on the market. Developed specifically for those who are allergy-prone, this all-natural automatic dishwashing detergent won't irritate noses, won't pollute the waterways, but yet will clean just as well as the Cascade – independent studies prove it!

Wave, as well as Earth Friendly Products' entire product line, is made using a strict freedom code; free phosphates, 1,4-dioxane, formaldehyde, petroleum, bleach, ammonia or other chemicals. In the past few months, there has been a flurry of activity throughout the United States for replacement of phosphates in cleaning products. Six states including Illinois, Virginia, Maryland, Minnesota, Vermont, and Washington have already passed legislation banning such products which will go into effect in July 2010. Massachusetts and Michigan have also brought forward similar proposals with Canada being on the same path. Why the ban? Phosphates end up in lakes and rivers where they encourage the growth of algae which seriously affects water quality and leads to the death of fish and other organisms.

Allergy-prone consumers who would like to clean their dishes without flaring-up their eczema or clogging the waterways can learn more about Earth Friendly Products' Wave Auto Dishwasher Free & Clear Gel 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 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