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**Leading Eco-Friendly Manufacturer Launches Fragrance-Free Automatic Dishwashing Soap**

*Earth Friendly Products Encourages Consumers to be Free & Clear*



Garden Grove, CA – June 22, 2009 – Earth Friendly Products, an eco-friendly cleaning products maker that is committed to using only the finest ingredients in its manufacturing process, is excited to announce the latest addition to its award-winning lineup – Wave Auto Dishwashing Free & Clear Gel.

Thanks to its 100% natural formulation, Wave Auto Dishwashing Free & Clear Gel is the purest, greenest, most effective fragrance-free automatic dish detergent currently available on the market. Developed specifically for those who are prone to allergies, this all-natural automatic dishwashing detergent won't put consumers' health at risk or pollute the earth's waterways, yet independent studies have proven that it cleans just as well as its biggest non-fragrance-free competition.

The Environmental Illness Resource website lists the Environmental Protection Agency's 20 "most common chemicals found in 31 fragrance products" along with their potential side effects. Those pertaining specifically to dishwashing detergents include: 1) acetone, inhalation of which "can cause dryness of the mouth and throat, dizziness, nausea, incoordination, slurred speech, drowsiness and, in severe exposures, coma"; 2) benzaldehyde, which can cause "irritation to the mouth, throat, eyes skin, lungs and GI tract" and even kidney damage; 3) benzyl acetate, which has been linked to pancreatic cancer; 4) camphor, which can lead to "irritation of eyes, nose and throat, dizziness, confusion, nausea, twitching muscles and convulsions"; 5) ethanol and ethyl acetate, which are "irritating to the eyes and upper respiratory tract even in low concentrations"; 6) limonene, which is a believed carcinogenic; and 7) linalool, which causes respiratory disturbances.

Wave dish detergent takes these medical concerns off consumers' minds by eliminating the fragrant chemicals. Like Earth Friendly Products' entire product line, it is formulated using a strict Freedom Code that renders it free of phosphates, 1,4-dioxane, formaldehyde, petroleum, bleach, ammonia and other irritating chemicals. This phosphate-free quality rivals fragrance freedom in terms of its benefits.

In the past few months, a flurry of activity has taken place 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. That ban will go into effect in July 2010. Massachusetts and Michigan have also brought forward similar proposals, with Canada following on the same path. Why the ban? When released into the air, phosphates end up in lakes

and rivers where they encourage the growth of algae. The byproducts of this infiltration are a seriously detrimental effect on water quality and the death of fish and other organisms.

Allergy-prone consumers who would like to clean their dishes without flaring-up their respiratory problems or clogging the waterways can learn more about Earth Friendly Products' Wave Auto Dishwasher Free & Clear Gel at [www.ecos.com](http://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 Proggly 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](http://www.ecos.com) or call 800.841.3100 ext. 227