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Earth Friendly Products Announces Official Partnership with Healthy Child Healthy World

Partnership Increases Global Awareness of Top Selling Eco-Friendly Cleaning Products

Garden Grove, CA – September 17 – Earth Friendly Products, manufacturer of award-winning eco-friendly cleaning products, is pleased to announce an official partnership with Healthy Child Healthy World, the nation’s nonprofit leader in educating the public about preventing children’s exposure to harmful chemicals.

Recent recipient of the Green Patriot™ Green 100™ Award, Earth Friendly Products offers eco-conscious cleaning products for the home that are free of harsh chemicals including 1,4-dioxane, petrochemicals, bleach, ammonia, phosphates and other harmful ingredients. The family-owned business is a leader in their industry having produced eco-friendly products for the past 20 years.

In line with Healthy Child Healthy World’s mission, Earth Friendly Products will be including their top selling products in the Healthy Home Party kits (HHP). Distributed by Healthy World Healthy Child in strategic partnership with LUNA (www.lunabar.com), the kits give individuals an opportunity to educate and empower those around them with useful tools and products safe for children and families. Included in the HHP’s will be Earth Friendly Products’ ECOS Laundry Detergent and Wave Auto Dishwashing Gel. ECOS Laundry Detergent is the #1 selling green laundry detergent in the world and Wave Auto Dishwashing Gel has been cited as the only phosphate-free auto dishwashing product on the market that actually works.

“We’re excited to develop this partnership with Healthy Child Healthy World,” commented Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. “As a child, I had asthma attacks that subsided once we removed all chemicals from our home. Not many families realize the side effects that come with using products made with chemicals and, with partnerships with organizations like Healthy Child Healthy World, we can further educate consumers on the importance of using eco-friendly products.”

“Home cleaning products often have harsh chemical ingredients that require the words ‘danger’ or ‘warning’ on the label, which is totally at odds with maintaining a healthy home,” said Christopher Gavigan, CEO and Executive Director of Healthy Child Healthy World. “We’re thrilled to be able to recommend Earth Friendly Products to parents who want safe, effective products that are good for both their families and the environment.”

Families who would like to make the world a greener place for their children can learn more about Earth Friendly Products online at www.ecos.com. Interested media may arrange a meeting with company management by calling (800) 841-3100, extension 243.

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 Green Patriot™ Green 100™ award, 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.

About Healthy Child Healthy World

Healthy Child Healthy World is a national, nonprofit 501(c) 3 organization that inspires parents to protect young children from harmful chemicals. The organization exists because more than 125 million Americans, predominantly children, now face an historically unprecedented rise in chronic diseases and illnesses such as cancer, autism, asthma, allergies, birth defects, ADHD, obesity, and diabetes.

Credible scientific evidence increasingly points to environmental hazards and household chemicals as causing and contributing to many of these diseases. Healthy Child Healthy World aims to educate parents, support protective policies, and engage communities to make well-informed lifestyle improvements to create healthy environments where children and families can flourish. Please visit www.healthychild.org for more information.