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**Eco-friendly Bleach Eliminates Hair-dye Soaked in Rugs**  
*Earth Friendly Products Non-Chlorine Bleach Fight Chemical Stains*



Garden Grove, CA – June 22, 2009 – Eliminating impossible hair-dye from your favorite rug just got easier with a product that is not only eco-friendly, but also brightens and whitens the laundry. Earth Friendly Products Oxo-Brite, a non-chlorine bleach that harnesses the power of oxygen, recently was put to the test on removing hair-dye soaked deep into the fibers of an expensive and beloved rug. Not only did Oxo-Brite remove the stain beautifully, but, once again, proved that eco-friendly products work just as well as the standard toxic cleaning products. Colorists wanting to learn more about Oxo-Brite can do so at <http://www.ecos.com/oxo.html>.

“After my daughter spilled red hair-dye all over my new bathroom rug and her feeble attempt to clean it up, my way too expensive rug was now covered in big brown stains”, says Sylvia Anderson, Food Editor of St. Joseph News Press and an Earth Friendly Products fan. “I remembered my Oxo-Brite, so I soaked my rug overnight in the Oxo-Brite and some water. Thinking I would wake up to blotches of color missing and the stains still there, instead I woke up to my brand new rug, brighter than before.”

According to [www.servicemagic.com](http://www.servicemagic.com), the national average for carpet cleaning costs approximately \$.30 per square foot. An area 1,000 square feet would cost a homeowner \$300 per carpet cleaning session. Oxo-Brite, on the other hand, will clean the trickiest of carpet stains, just by adding a bit of water, and will do so for hundreds less than calling the carpet cleaning technician. Furthermore, it will also keep those whites white and colors colored and removes tough stains such as wine, blood, mildew and even coffee. Free of enzymes, phosphates, and chlorine, DEA and petroleum ingredients, Oxo-Brite produces a cleaning action for up to six hours and is made of replenishable and sustainable ingredients. Before applying Oxo-Brite, or any similar product, it's best to test in an inconspicuous area first.

Area rug aficionados wanting to keep their rugs hair-dye free can learn more about Earth Friendly Products' Oxo-Brite 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 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](http://www.ecos.com) or call 800.841.3100 ext. 227

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