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Earth Friendly Products® Wins Natural Child World Magazine's Eco-Excellence Award for Its Signature ECOS™ Green Laundry Detergent

Cypress, Calif. (September 14, 2018) – Earth Friendly Products® has just added another award to its growing collection. The manufacturer of safer, environmentally friendly ECOS™ cleaning products has won an [Eco-Excellence Award](#) in the Laundry Detergent category from Natural Child World Magazine (NCW), a leading lifestyle publication that champions sustainability, social responsibility and addresses the needs of the modern family.

This year's winner, ECOS™ Hypoallergenic Laundry Detergent in the brand's signature Magnolia & Lily scent, uses plant-powered ingredients to be safer and effective without the use of dyes, optical brighteners, parabens, phosphates or phthalates.

NCW's Eco-Excellence Awards recognizes excellence in social and environmental sustainability for products, services, companies and websites. The Awards further the magazine's commitment to create a platform and a voice for companies who are doing better, and to support parents in making better and more informed purchasing decisions. A judging panel comprised of media, editors, influencers, celebrities, doctors and parents narrows down thousands of entries to five finalists in each category, and the winners are chosen by consumer voting nationwide.

"We're so thrilled that our ECOS™ Laundry Detergent was honored with this year's award," says Kelly Vlahakis-Hanks, president and CEO of Earth Friendly Products®. "The health of families and our planet has been the heart of what we do for over 50 years. To be chosen by consumers who use our products every day is something we're incredibly proud of."

ECOS™ Laundry Detergent is dermatologist-tested to be hypoallergenic and certified Safer Choice by the U.S. Environmental Protection Agency. In fact, over 100 ECOS™ products are now certified Safer Choice by the U.S. EPA, which means that every ingredient is the safest in its class and the products are proven effective. Earth Friendly Products® is a founding member of the Safer Choice program and is a two-time winner of the coveted Safer Choice Partner of the Year award.

ECOS™ Laundry Detergent and other ECOS™ household cleaners can be purchased at grocery and club retailers nationwide and online, including Walmart, Target, Kroger, Safeway, Whole Foods Market, and Costco.

ABOUT EARTH FRIENDLY PRODUCTS

Family owned and operated since 1967, Earth Friendly Products® is the maker of ECOS™ Laundry Detergent and over 200 other environmentally friendly products that are safer for people, pets and the planet. ECOS™ plant-powered cleaners are made in the U.S. using thoughtfully sourced global ingredients. Made without dyes, parabens, phosphates or phthalates, ECOS™ cleaners are pH balanced, readily biodegradable and never tested on animals. Earth Friendly Products® is a leader in sustainable manufacturing with carbon neutral, water neutral and Zero Waste Platinum

certified facilities that save over 53 million pounds of carbon dioxide annually and divert over 95% of all their waste from landfills. The company has received many awards for its innovations in safer green chemistry, including the U.S. EPA's coveted Safer Choice Partner of the Year. It's also a leader in corporate social responsibility, paying one of the highest minimum wages in the nation and supporting their employees with family-friendly benefits such as paid healthcare and paid leave. ECOS™, Baby ECOS™, and ECOS™ for Pets! products are available at major club and grocery retailers and natural foods stores throughout the U.S., in over 60 countries and online at ecos.com.

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