



**Earth Friendly Products Named Champion of Safer Detergents Stewardship Initiative by the EPA**  
*Eco-Friendly Cleaning Product Manufacturer Recognized by U.S. Environmental Protection Agency*

Garden Grove, CA – As its name implies, Earth Friendly Products, a manufacturer of eco-friendly cleaning products, is fully dedicated to protecting the environment. Now, the company has been nationally recognized for such efforts. In October 2008, the U.S. Environmental Protection Agency named Earth Friendly Products a Champion in the Design for the Environment Program’s Safer Detergents Stewardship Initiative (SDSI). The award garnered Earth Friendly Products an invitation to the SDSI Awards Ceremony, which took place on November 19, 2008 in Washington D.C. It also entitled the company to a listing on the EPA SDSI Website as a Champion of the cause. Only 32 other product formulators join Earth Friendly Products in this honor.

An arm of the U.S. Environmental Protection Agency, the Design for the Environment (DfE) Program “works in partnership with a broad range of stakeholders to reduce risk to people and the environment by preventing pollution. DfE focuses on industries that combine the potential for chemical risk reduction and improvements in energy efficiency with a strong motivation to make lasting, positive changes.” According to the EPA’s Website, “In 2007, DfE reduced the use of chemicals of concern by approximately 188 million pounds.”

One of the ways in which the Design for the Environment Program is accomplishing its mission is through the Safer Detergents Stewardship Initiative (SDSI). This enterprising effort “recognizes environmental leaders who voluntarily commit to the use of safer surfactants. Safer surfactants are surfactants that break down quickly to non-polluting compounds and help protect aquatic life in both fresh and salt water.”

Those companies named as Champions in SDSI’s Product Formulator category have “demonstrated the use of only safer surfactants in products” and have “documented a strategy for ensuring that only safer surfactants are used in products.”

“We take great pride in the fact that our products are made with replenishable ingredients that are absolutely safe for the environment,” explains Earth Friendly Products’ CEO Van Vlahakis. “That the EPA has nationally recognized our efforts is just the icing on the cake.”

**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.