



Organic Consumers Association Determines Earth Friendly Products Free of 1,4-Dioxane
Eco-Conscious Cleaning Product Manufacturer Lands on the Carcinogenic Safe List

Anaheim, CA – March 6, 2009 – When the Organic Consumers Association (OCA) announced the results of its follow-up study on 1,4-dioxane contamination in consumer products on Friday, Earth Friendly Products passed the test with flying colors. The manufacturer of high-quality cleaning products that are absolutely safe for the family, pets and the environment not only landed on the association’s safe list but it did so by earning a reading of ND. That designation means that Earth Friendly Products contain no 1,4-dioxane, a suspected carcinogen, exposure to which can occur through dermal contact with products such as cosmetics and cleaning products. To announce the results of this follow-up testing, the Organic Consumers Association held a press conference at National Products Expo West. The world’s largest natural and organic products trade show, the exposition boasts over 50,000 attendees.

According to the U.S. Department of Health and Human Services’ Agency for Toxic Substances & Disease Registry, “Exposure to very high levels of 1,4-dioxane can result in liver and kidney damage and death. Eye and nose irritation was reported by people inhaling low levels of 1,4-dioxane vapors for short periods (minutes to hours).” What’s more, “Laboratory rats and mice that drank water containing 1,4-dioxane during most of their lives developed liver cancer; the rats also developed cancer inside the nose.” As a result, the U.S. Department of Health and Human Services considers 1,4-dioxane as “reasonably anticipated to be a human carcinogen.”

Because many of the 16 companies the OCA retested in its 1,4-dioxane follow-up study still contained large amounts of dioxane, the association felt that it was necessary to shed light on the situation. To that end, it handed out a brochure to all Expo West media attendees. Therein, it grouped leading major “natural” and “organic” as well as conventional brand shampoos, body washes, dish soap and other personal care and cleaning products into three categories: Safe, Caution and Avoid.

A watchdog group with over 500,000 members, and overseen by environmental health consumer advocate David Steinman (author of “The Safe Shopper’s Bible”), the Organic Consumers Association pledges to keep up the pressure until every brand claiming to be “natural” or “organic” removes 1,4-dioxane and other carcinogenic or problematic chemicals from their products. Thanks to its recent 1,4-dioxane-free Safe designation, Earth Friendly Products is one manufacturer the OCA can remove from its vigilant watch list.

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 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.

