



## **FOR IMMEDIATE RELEASE**

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### ***Earth Friendly Products® Wins Two Eco-Excellence Awards for Its ECOS™ Green Laundry Detergents***

Cypress, CA (September 15, 2017) – Earth Friendly Products® has just added two more awards to its growing collection. The manufacturer of safer, environmentally friendly cleaning products has won NCW's Eco-Excellence Awards in both the Kids Laundry Detergent and Laundry Detergent categories. Attendees at this week's Natural Products Expo East show in Baltimore, Maryland, can stop by booth #2829 to learn more about the detergents that were named "Best of" in their category.

ECOS™ Laundry Detergent, Magnolia & Lily was the winner in the Laundry Detergent category, and Baby ECOS™ Laundry Detergent, Free & Clear took home the honors in the Kids Laundry Detergent category. Both products use plant-powered ingredients to create detergents that are effective and safer without the use of dyes, optical brighteners, parabens, phosphates or phthalates.

Now in their seventh year, the Eco-Excellence Awards™ are the only ones of their kind to recognize excellence in social and environmental sustainability for products, services, companies and websites. They are specifically designed for the whole foods and health and wellness industries. A team of judges narrows down thousands of entries to five finalists in each category, and the winners are chosen by the voting public.

"We're so thrilled that our ECOS™ and Baby ECOS™ detergents were honored with this year's awards," says Kelly Vlahakis-Hanks, president and CEO of Earth Friendly Products®. "The health of families and our planet have been the heart of what we do for fifty years. To be chosen not just once but twice by consumers who use our products every day is something we're incredibly proud of."

Both ECOS™ Magnolia & Lily Laundry Detergent and Baby ECOS™ Free & Clear Laundry Detergent are dermatologist-tested to be hypoallergenic and are 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.

## **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 [www.ecos.com](http://www.ecos.com).

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