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EARTH FRIENDLY PRODUCTS® LAUNCHES NEW SUITE OF HOME SCENTS AND ODOR ELIMINATORS AT NATURAL PRODUCTS EXPO WEST
“What’s Your Vibe?” Interactive Scent Experience Launches at Show

(Cypress, CA, March 2, 2018) – [Earth Friendly Products®](#), the maker of ECOS™ Laundry Detergent and 200 other environmentally friendly products, is launching four new products at the Natural Products Expo West on March 9-11, 2018. On the heels of its 50th anniversary, the green cleaning product innovator has created an immersive scent-inspired experience to be shown at **booth #2605**, located front and center as attendees walk into **Hall C** at the Anaheim Convention Center. Based on a brand new suite of five room sprays made with signature essential oil blends that match “Fun,” “True,” “Chill,” “Bright,” and “Bold” personalities, attendees will be led through an exciting multi-sensory sensation that begins with an [iPad quiz](#) and ends in a reveal of their true “vibe.”

New products to be revealed at the show include:

- ECOSBreeze™ Room Spray - a scent-inspired line of propellant-free fragrances in Magnolia & Lily (“Fun”), Honeydew (“Bold”), Parsley (“Bright”), Bamboo & Lemon (“True”) and Lavender Vanilla (“Chill”).
- ECOSBreeze™ Fabric & Carpet Odor Eliminator - in their signature scents Lavender Vanilla, Magnolia & Lily and Lemongrass featuring EFP’s heritage odor-neutralizing technology.
- ECOS™ Hypoallergenic Free & Clear Hand Soap - redressed in a cool blue and white, Japanese wood block-inspired swirling water motif.
- ECOS™ for Pets! Stain & Odor Remover – featuring Disney’s Pluto and Mickey Mouse on the label and inside of one of the company’s first and most famed odor-neutralizing technologies.

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. Made with plant-powered ingredients, ECOS™ cleaners are thoughtfully sourced, pH balanced, readily biodegradable, easily recyclable, and never tested on animals. Over 100 ECOS™ products have received the coveted U.S. EPA Safer Choice certification, which means that every ingredient is the safest in its class and that the product has proven superior performance. ECOS™, Baby ECOS™, ECOS™ for Pets! and ECOS™ Pro cleaners are available at selected major retailers throughout the U.S., in over 60 countries and online. For more information on Earth Friendly Products, visit www.ecos.com.

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