

Green Seal Press Release

New Environmental Standard for Household Cleaners Available

July 1, 2007

Green Seal Inc. Washington, DC

Green Seal™, the leading environmental eco-label in the US, is pleased to announce the release of GS-8, the revised *Environmental Standard for General-Purpose, Bathroom, Glass, and Carpet Cleaners Used for Household Purposes*. Now available to manufacturers and consumers, the new GS-8 includes updates to criteria for aquatic toxicity and biodegradability, air pollutants, and skin/eye irritation.

“We are very excited to provide certification that will help health-conscious consumers make informed choices in their grocery stores”, said Cheryl Baldwin, Director of Standards for Green Seal. Products that attain certification under the revised GS-8 standard will be the leaders in providing the public with proven low-toxic alternatives to mainstream household cleaners. In the past two years, polls and statistics confirm a 20 percent increase in purchasing of environmentally-preferable products, a trend that continues to grow at a precipitous pace.

The market for household cleaners has shown a substantial increase in interest in green and non-toxic products. According to Supermarket News, the category of environmentally responsible household cleaners is performing so well that supermarket chains like “Price Chopper, Schenectady, N.Y.; Kowalski's Markets, St. Paul, Minn.; and Lakeland, Fla.-based Publix are adding more SKUs to their product mix and doubling the space they give the category.”

The response to comments and the final revised standard of GS-8 is available on the Green Seal web site (www.greenseal.org)