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***Earth Friendly Products® Helps Close the Loop on Food Waste at
Natural Products Expo West***

*Innovative new products launched at the show highlight organic ingredients and
food waste solutions*

Cypress, CA (March 7, 2019) – It’s a sobering statistic: As much as 40% of all food in the U.S. is wasted every year. The problem is not only environmental—food waste in landfills emits methane that accelerates climate change—it also creates serious social and economic problems. Earth Friendly Products®, the maker of ECOS® environmentally friendly cleaning products, is launching a new product this week at Natural Products Expo West that helps close the gap on food waste and creates greater awareness of the impacts of food waste in America.

The family owned and operated company will join the world’s largest natural products show on March 7–9, 2019, at the Anaheim Convention Center in California at Booth 2637. At this year’s show, Earth Friendly Products® is unveiling its latest ECOS® Dishmate® dish soap scent – Carrot Greens. Made with the fresh tops of carrots, Carrot Greens ECOS® Dishmate® has a clean, herbal scent that is reminiscent of a farmers’ market or a fresh farm-to-table meal. More importantly, the new dish soap is helping to close the loop on food waste by using the typically discarded carrot tops to infuse the new dish soap with its fresh scent.

Food waste is a leading source of greenhouse gas emissions in the U.S. In fact, if the amount of food wasted in the U.S. was ranked as a country, it would be the third largest producer of greenhouse gases in the world, after China and the United States. At the same time, food waste also directly impacts over 15 million of American households that face food insecurity.

“It’s frustrating that so much fresh food is wasted when nearly one in eight Americans is struggling to put enough food on the table,” says Kelly Vlahakis-Hanks, Earth Friendly Products’ president and CEO. “We’re so excited to launch our new Carrot Greens ECOS® Dishmate® to not only find a wonderful new use for carrot tops but to start a broader conversation about food waste.”

Vlahakis-Hanks added, “We can be so much more creative in our use of produce. Carrot tops are the perfect example; they’re so nutritious and easily accessible. Our company chef often uses them in our ECOS kitchen to create an amazing pesto pasta for our employees and guests.”

Earth Friendly Products® is partnering with the U.S. EPA to reduce food waste through the agency’s Food Recovery Challenge, which helps organizations improve their sustainable food management practices and reduce their environmental impact. Earth Friendly Products® also partners with the

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EPA on several sustainability initiatives, including the company's leadership in the Safer Choice program, which helps consumers identify products made with safer ingredients.

In addition to launching Carrot Greens ECOS® Dishmate® at Natural Products Expo West, Earth Friendly Products® is also launching its all-new ECOS® Organic Fruit & Veggie Wash. Designed to safely remove pesticides, dirt, waxes and environmental contaminants, ECOS® Organic Fruit & Veggie Wash is made with USDA-certified organic ingredients that get produce deliciously clean.

Carrot Greens ECOS® Dishmate® will be available for purchase at Whole Foods Market in April for a limited time and at select retailers nationwide starting in summer 2019. ECOS® Organic Fruit & Veggie Wash will also be available at select retailers nationwide starting in summer 2019.

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 formulations are effective and demonstrate sustainability without sacrificing quality or performance. ECOS®, Baby ECOS®, ECOS® for Pets! and ECOS® Pro cleaners are available at major club and grocery retailers and natural foods stores throughout the U.S., in over 60 countries and online at ecos.com and babyecos.com.

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