



PRESS RELEASE

For Immediate Release

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simplyneutral® Launches New Line of Non-Toxic Cleaners

Plant-based cleaning agents designed for “real-life” dirt

Becker, MN – December 2, 2007 – simplyneutral, LLC., announced today the launch of its natural line of cleaners. The products contain plant-based ingredients that break through dirt and grease as well as conventional cleaners, yet are mild enough for people with asthma, allergies, eczema, and multiple chemical sensitivities.

Sisters-in-law Maggie and Sara Mohs started the company when Maggie began reacting to commercial cleaning products. She was cleaning homes at the time and needed to come up with a practical alternative, so she started mixing her own cleaners.

“We spent months researching different cleaning agents. It was really sobering to realize how many chemicals are in the products we use every day, and most of them aren’t properly regulated,” says Maggie.

She points to a study conducted by the Government Accountability Office (GAO) that found most chemicals used in consumer products have never undergone federal safety review. According to Greensource.com, the EPA has required testing for fewer than 200 of the 62,000 chemicals used in commerce since the agency began reviewing chemicals in 1979.

The women were also surprised by the types of ingredients they found in products marketed as “green” cleaners.

“A lot of manufacturers call themselves ‘green,’ but actually include ingredients that aren’t natural at all,” says Maggie. “Some include small amounts of petroleum-based ingredients and many use synthetic fragrances that only add to the air pollution in your home.”

Maggie adds that in any given fragrance mixture, there could be up to 150 different chemicals. On the other hand, the duo needed a product that really worked.

“When Maggie is cleaning homes, she needs to get in and out as quickly as possible,” says Sara. “There are a lot of natural cleaners that biodegrade rapidly and don’t emit any volatile organic compounds, but they don’t have what it takes to cut through the dirt.”