



For Immediate Release
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FRESH SMELLING NO-RINSE DELICATE-WASH EUCALAN®: A GREEN SOLUTION AND A WHOLE NEW SPIN ON LAUNDRY

If you've been looking for an alternative to dry cleaning fine woollens and other fashion items that carry a 'dry clean' only label, then take a look at Canadian-made Eucalan, an eco-friendly product that will make you feel as good about yourself as you do about the way it launders your clothes.

On the market and sold internationally for almost twenty years now, Eucalan is one of those products that word-of-mouth has built a loyal following. Already well known and sought-after by yarn shops and knitters from all walks of life, Eucalan is now ready to become a favourite of eco-savvy fashionistas who are prepared to toe the green line but who also want a premium product to complement their fashion finery and loveliest lingerie.

Eucalan is particularly good for specialty items with tulle, beading, and sequins, and also metallic knits, stretch materials with Lycra or Spandex; items with fur and leather detail, and any luxury fabric such as wool, lace, satin, organza, cotton, velveteen, cashmere, and angora. As someone who works predominantly with pure silk, Canadian lingerie designer, Patricia Fieldwalker, knows the value of Eucalan and endorses it whenever she can. "It's more than a wash," says Ms Fieldwalker. "It's a beauty treatment for natural fabrics and an aromatherapy treat for the user."

So what's so special about Eucalan? As a starter, the company is run by all women – a definite asset when it comes to knowing everything there is to know about laundry. Located in Paris, Ontario, the company was founded by Mary-Ellen Edgar in 1989. Back then, Ms Edgar was ahead of world-wide environmental consciousness recognizing that the way of the future would be eco-friendly consumer products. As such, Eucalan is non-toxic with a natural lanolin-enriched formula which contains no bleach, harmful phosphates or petro-chemicals, and comes packaged in a recyclable *hdpe* plastic bottle. Good for top and front-loading washing machines, Eucalan's unique 'no-rinse' benefit allows the user to cut down dramatically on water and energy consumption, so a win-win situation for the environment as well as the consumer.

Infused with essential oils in deliciously pure fresh scents of grapefruit, lavender, and eucalyptus, and a natural non-scented version, Eucalan can be purchased in Canada and the US, as well as Australia, France, Japan, Mexico, the Netherlands, Switzerland, New Zealand and the UK. In Canada, suggested retail prices range from \$4.00 for a 3.3oz/100ml size (20 hand washes) up to \$11 for 16.9oz/500 ml (95 hand washes) and \$60 for a 1Gal/4 litre size that will keep you going for 760 hand washes. Free samples are available online at www.eucalan.com or by calling toll-free: 1-800-561-9731.

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