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## ECO-FRIENDLY EUCALAN INCLUDED IN BIRTHDAY SWAG FOR CELEB-TOT SURI CRUISE

She may not appreciate an eco-friendly wash for fine washables at the tender age of 3, but cute little Suri, daughter of famed parents Tom Cruise and Katie Holmes, may be ahead of the celeb-tot social set if she decides to wash her doll clothes in fabulous Eucalan®.

Eucalan Inc was one of the swag sponsors when Suri celebrated her birthday in May, 2009. Organized by entertainment marketing firm, Celebrity Chitt, Suri received a collection of gifts that ranged from mouthwatering cupcakes to Eucalan's gift set which featured a complete selection of its non-toxic, no-rinse laundry wash for fine washables. Packaged in recyclable bottles, and infused with delicious essences of grapefruit, lavender and eucalyptus (and natural non-scented) Eucalan's sweet smelling formula has just the right ingredients for a petite personality like Suri.

"I have a little girl about Suri's age," says Jennifer Edgar, Managing Director for Eucalan. "She loves to do chores around the house including laundry, so it seemed a natural when we had the opportunity to provide a gift for such a diminutive celebrity. And it's never too early to start educating children on the value of ecologically sound products and saving on energy and water which are two of the no-rinse benefits of washing with Eucalan."

As a sponsor of celebrity swag bags, Eucalan has also gifted for high profile events including Fashion Week in Toronto, the Parisian Lingerie Designers Showcase, and the Much Music Video Awards (MMVAs), one of North America's hottest venues, attended by music and film celebrities from around the world.

Made with the modern woman in mind, Eucalan is a must-have accessory to keep lingerie, swimwear and fine delicates looking like new and smelling deliciously fresh. Gentle enough to ensure the long-life of swimwear and intimates made in stretch and specialty materials such as Lycra® and nylon, Eucalan is also recommended for luxury items made in silk, satin, cotton, organza, lace, cashmere, jersey knits, and all things embellished. The highly concentrated yet mild and eco-friendly formula is free of bleach and phosphates, and ingredients include lanolin for natural conditioning. Eucalan is ideal for hand washing in a basin or for top and front loading washing machines; with no rinsing required, consumers save on both water consumption and electricity.

Celebrating its 20<sup>th</sup> anniversary this December, Eucalan® Inc is the founder of the no-rinse laundry concept and a leader in the delicate wash category in North America. With products sold world-wide Eucalan recently launched its new line extension called 'On the Go Clothing Care' -- handy little lint remover sheets and stain treating wipes that are perfect for the office, car, purse or pocket.

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