

IN THE SWIM WITH FRAGRANT, NO-RINSE, DELICATE-WASH EUCALAN®: The Perfect *Green* Solution to Washing Swimwear

With all the technological advances made in the production of swimwear, maintaining shape and form is still a priority for consumers who don't want their slinky swimsuit to go droopy once it's been worn and washed a few times. A real solution to this problem is to hand wash in Eucalan, an eco-friendly, non-toxic product that has a natural lanolin-enriched formula containing no bleach, harmful phosphates or petro-chemicals, and comes packaged in a recyclable and biodegradable *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.

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, knitters, and lingerie retailers, Eucalan is now ready to become a favourite of eco-savvy sun worshippers, pseudo-swimmers and fashion followers who are prepared to toe the green line but who also want a premium product to complement their favourite swimsuit or bikini.

Gentle on fabrics and easy to use, Eucalan is the perfect travel companion. And as today's swimwear is manufactured from a multitude of different blended fabrics, Eucalan's mild formula will ensure the long-life and flexibility of stretch and specialty materials. International lingerie designer, Patricia Fieldwalker (an expert in designing with pure silk and other luxury fabrics), 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 really 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. The driving force behind the company is Mary Ellen Edgar who started the company in 1989. This dynamic and insightful CEO was ahead of world-wide environmental consciousness when she recognized that the way of the future would be eco-friendly consumer products.

Infused with essential oils in deliciously pure fresh scents of grapefruit, lavender, and eucalyptus, and a natural non-scented version, Eucalan is available across North America, in Australia, France, Japan, Mexico, the Netherlands, Switzerland, New Zealand and the UK. Suggested US retail prices range from \$4.00 for a 100ml size (20 hand washes) up to \$11 for 500 ml (95 hand washes) and \$60 for a 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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