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EUCALAN AND LINEA INTIMA TEAM UP TO PROVIDE LINGERIE CARE FOR TIFF CELEBRITIES

This year's Toronto International Film Festival held Sept. 10-19th was a hot ticket as always in Toronto. Eucalan was asked to include product for Linea Intima's 911 Red Carpet Lingerie Emergency Kit which is available exclusively at the CBC's Made in Canada Swag Lounge for "The Hour". The Hour is hosted by George Stroumboulopoulos who will be interviewing some of today's hottest stars as they kick off their week in Toronto. Eucalan's contribution to the 911 Red Carpet Lingerie Emergency Kit included different size bottles of its toxic-free, no-rinse wash for fine washables and 'On The Go Clothing Care' laundry accessories (stain treating 'wipes'); pocket-size items designed for today's hectic lifestyle.

"It's exciting to be a part of TIFF and we were thrilled to partner with Linea Intima and the CBC" says Managing Director, Jennifer Edgar. "We are proud of being Canadian and 'green' and this high profile event was a great way to highlight Canadian products to celebrities and movie personalities. Eucalan products are made from a natural lanolin-enriched formula containing no bleach or harmful phosphates. If you wash with Eucalan, you don't have to use the rinse cycle which is a huge saving on water and electricity ... even our packaging is easily recyclable."

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, Australia, France, Japan, Mexico, the Netherlands, Switzerland, New Zealand and the UK. Suggested retail prices range from \$4.00 for a 100ml size (20 hand washes) up to \$60 for a 4 litre size (760 hand washes). Eucalan's newly launched 'On The Go Clothing Care' line features super-convenient lint remover sheets (20 per packet) 2 for \$4.95, and quick-fix, stain treating 'wipes', individually wrapped and easy to carry for just \$.85 each or 4 for \$3.50.

When Eucalan was founded two decades ago by company president, Mary Ellen Edgar, global warming was barely a whisper in the consciousness of the majority of consumers, and the drive to conserve had barely begun. Intuition and marketing savvy were the tools that equipped Ms Edgar to launch her line of environmentally responsible laundry products and today Eucalan continues its course to become the number one specialty laundry product in the world.

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