

FOR IMMEDIATE RELEASE



**ECOLOGO™ RELEASES BIOLOGICALLY-BASED CLEANERS STANDARD**  
*New Additions to the Standard Include Household Cleaning Products*

**TORONTO April 20, 2011** – The EcoLogo Program, one of North America’s most recognizable eco-labels, announced today that it has released its newly revised standard for biologically-based cleaning and degreasing compounds. Household cleaners are among the new additions to this standard, making biologically-based cleaning products more accessible to the public.

“EcoLogo is proud to expand its Biologically-based Cleaning and Degreasing Compounds Standard to include household cleaners. This revised standard demonstrates the Program’s continued effort to improve and/or maintain environmental and human health and to minimize harmful impacts from the production, use and disposal of products we use every day,” says Dr. Angela Griffiths, Executive Director of the EcoLogo Program.

Unlike conventional cleaners, biologically-based cleaning and degreasing compounds contain microbial cultures that promote digestion of hydrocarbons, organic contaminants and other undesirable substances.

EcoLogo’s Biologically-based Cleaning and Degreasing Compounds Standard was developed using a multi-parameter approach that identifies the most important environmental indicators from all stages of the product’s life cycle. This standard will also help identify the top overall environmental performers on the market.

The bio-based cleaners standard addresses toxicity to aquatic and mammalian life, biodegradation, performance in the presence of soil, low risk for promoting microbial resistance, product labelling and packaging, restricted ingredients, human health issues, and more.

For more information about EcoLogo’s newly revised standard, visit [www.ecologo.org](http://www.ecologo.org), click on “Our Standards” and choose CCD-110 for Biologically-based Cleaning and Degreasing Compounds.

**About EcoLogo™:**

EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. Originally formed in 1988 by the Canadian Federal Government and now managed by TerraChoice, EcoLogo is now one of the most recognizable eco-labels in North America. EcoLogo is a Government of Canada official mark used under license from Environment Canada. TerraChoice is not an agent of Environment Canada. In 2010, The Program became part of the UL global network, significantly expanding its reach as a leading certifier of the world’s most sustainable products. For more information, visit [www.ecologo.org](http://www.ecologo.org).

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