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Country Save Environmentally Safe Detergent Surpasses Tide on Amazon

FOR: COUNTRY SAVE



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SEATTLE, WA--(Marketwire - May 30, 2012) - Mothers of young children are increasingly turning to cloth diapers, a trend that's making Country Save Powdered Laundry Detergent one of the best-selling detergents on Amazon.com, says company president Kris W. Anderson.

"There is a burgeoning market for cloth diapers," Anderson says. "Mothers of babies and toddlers are turning away from disposable diapers out of concern for the environment. That has also pushed Country Save, which is sold in units of four boxes each, beyond Tide and Gain (sold as 1-box units) on Amazon.com."

Country Save was the first phosphate-free detergent on the market when Elmer Pearson -- former baseball player and the chemist who created Elmer's Glue -- created it in 1977.

"We've had time to perfect the formula," Anderson says.

It's completely biodegradable and free of the dyes, fragrances and optical brighteners found in virtually all other detergents and is EPA / Design for the Environment certified, he says. For that reason, it was chosen by the Department of Defense for inclusion in its Health and Comfort Kits distributed to all soldiers serving in the field.

Makers of cloth diapers say one of the biggest hurdles they face is detergents. If parents use the wrong ones, it can hamper the diaper's performance -- and appear to be a manufacturer problem. Parents also want the convenience of one detergent that's safe enough for the baby but effective enough to use on all their laundry.

Country Save passed the test for Happy Heiny's, one of the top manufacturers of cloth diapers.

"Country Save is our No. 1 choice for the environmentally safe category of detergents we recommend," wrote Linda Byerline, CEO of Happy Heiny's. "They (customers) were very happy to report that they could not only use the Country Save for their diapers but also their adult clothes."

Country Save is sold in a number of Western and Canadian retail outlets. Anderson's next step is to find a national chain to stock it so he can better serve all those cloth-diapering moms.

About Country Save Detergent

Country Save became the nation's first phosphate-free detergent when Elmer Pearson, chemist and environmentalist, introduced it in 1977. Country Save products are developed without animal testing or animal byproducts. They're designed to be environmentally safe and they're recommended for people with sensitive skin. The line also includes dish detergent and oxygen-powered powdered bleach. Website: www.countrysave.com

Contact:

Ginny Grimsley
ginny@newsandexperts.com

NWCN.com

888-847-6926 (phone)

nwnews@nwcn.com

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