

NEWS ALERT

FOR IMMEDIATE RELEASE



Last Chance to Review New EcoLogo™ Hand Sanitizers Standard

PHILADELPHIA January 20, 2010 – The EcoLogo Program has launched a final 15-day review phase for its standard to address instant hand antiseptic products. Hand Sanitizers is a new product category for EcoLogo and this new standard will allow purchasers to select hand sanitizing products with reduced environmental and health impacts.

“The purpose of this final review is to provide stakeholders with the opportunity to submit final comments,” says Scot Case, Executive Director of the EcoLogo Program. “Once the final draft is approved and published, clients may then apply to have their products certified against this standard.”

It is the intention of the EcoLogo Program to restrict the use of EcoLogo certified instant hand antiseptic products to the “away from home market” which encompasses healthcare and food service facilities, in addition to all other instances away from a personal residence.

Based on a review of currently available life cycle information, the product category requirements will produce an environmental benefit through a substitution for less harmful raw materials, a reduction of environmental hazards, and an increase of product packaging recyclability. As an example of the specific requirements for raw materials in this standard, at least 73% of the total weight of the carbon in the product formula must be biobased.

This final review phase will be open for 15 days beginning January 19, 2010. Comments must be received by Tuesday, February 2, 2010. EcoLogo encourages those interested to review this document and provide any feedback before the deadline.

The EcoLogo team is asking those individuals with feedback to send an email to Robin Duchesneau at: rduchesneau@terrachoice.com, or call: (613) 247-1900 ext. 239 or (800) 478-0399 ext. 239 for more information.

For information pertaining to the development of the EcoLogo Hand Sanitizers Standard (CCD 170), including a comment report from the September 2009 stakeholder review period, visit ecologo.org and click on “Our Standards” to get to “Standards Under Development or Review”.

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. EcoLogo was established in 1988 and today is one of the most recognizable eco-labels in North America. For more information, visit www.ecologo.org.

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