

Detoxing The Home

and taking back control of our health!

Are the cleaning products used in our homes safe for the environment? It's a certainty that these products all contain "approved ingredients", but what about issues beyond the external pollution of the environment – have we considered the safety within our homes and that of our families?

Supermarkets shelves are filled with multi-purpose cleaners, laundry detergents, oven cleaners and dishwasher tablets et al, containing a host of nasty ingredients that, potentially, are posing serious health hazards. Toxic ingredients can be found in the majority of household cleaners; a quick review of the label will reveal the presence of chemicals such as chlorine, not to mention carcinogens like formaldehyde, perchlorethylene and even hydrochloric acid. The big question is; are we doing more harm than good when cleaning our homes?



In general people simply don't realise that everyday cleaning products have such damaging effects on their home environment. Chemical levels inside the home can be up to 70 times higher than those outside. Over 100 chemicals commonly found in homes have been linked to allergies, birth defects, cancer, psychological abnormalities, skin reactions, headaches, depression, joint pain, chronic fatigue, chest pains, dizziness, loss of sleep, asthma... the list is endless.

Recognising that there are solutions out there, consumers are increasingly making better informed decisions when choosing household cleaning products; Ecozone® offer a full range of non-toxic cleaning and laundry solutions that have been tested to perform as well as the mainstream competition reducing dependence on toxic chemicals without compromising on cleaning performance.



ecozone®

Multisurface Cleaner

The Multi-Surface cleaner is Anti-Viral and kills 99.9% of Bacteria. Using powerful, sustainable, biodegradable ingredients, this product is as effective as anything else on the shelf but without the toxicity and adverse effects on the home environment. It even kills MRSA and H1N1 (often called swine flu by the public media) – how many toxic chemical-laden multi-surface cleaners can say that? Right across the board, these products perform as well as the competition, without relying on ingredients that can be seriously damaging to health.



Consumer buying trends back up this sentiment; the natural cleaning market, despite the turbulent economic climate, continues to grow. Nutrition & healthy lifestyle consumers are leading the way and are beginning to apply the same logic when buying cleaning products as they do when choosing what to eat and the provenance of their food.

Ecozone® Managing Director, Simeon Van der Molen continues;

It's a natural progression for consumers to review more closely products introduced into the home and the diversity of the Ecozone® range means it no longer makes sense to rely on toxic chemicals when cleaning.

Green-cleaners have at last caught up with their mainstream competitors; there's never been a better time to cut out toxicity, take control of our health and reap the benefits for our families.

The environmental message of these products is indeed important – but the developers of Ecozone® believe it's not nearly as important as the provision of a safe, healthy living environment for us and our families. Managing Director of Ecozone®, Simeon Van der Molen explains...

"Our mission is to make every home an Ecozone™ – and we firmly believe that good things begin at home. By making an informed decision about the products used to take care of our families, we'll begin to see and feel the benefit of reduced toxicity in the home. This obviously carries through to wider green issues making it a "win-win" scenario."



For more information contact your Territory Manager or call Customer Services on 01782 567120 to place an order.