



Vaska Company Profile & Household Laundry Products

Berkeley, CA – February 22, 2010 – Vaska, LLC., is a producer of green, botanically based cleaning products designed for commercial, institutional and consumer markets. **Vaska's** revolutionary products use real herbs to clean effectively without harsh chemicals to protect fabrics, people, and the planet.

Vaska's household laundry care line is composed of **Herbatergent™** laundry detergent, chlorine-free **Oxygenbleach**, **Herbasoft™** fabric softener and **Spotoff™** stain remover.

Vaska Herbatergent™ (available in **Light Lavender** scent and **Scent Free**) uses real herbs and potent botanical cleaning agents to achieve high-performance stain removal and extreme freshness, preserving even the most delicate fabrics and leaving them wonderfully soft.

In a washoff, certified by the Association of Linen Management, **Herbatergent** outperformed all of the brands tested including the leading green and non-green brands. Herbatergent effectively removed eight of the most common household stains – ketchup, mustard, red wine, dirt, grass, lipstick, coffee and olive oil - better than the competition.

All **Vaska** products are biodegradable, gray water safe, and hypoallergenic making them ideal for babies and people with sensitive skin. In 2008, the U.S. Environmental Protection Agency awarded Vaska “champion” status – the highest possible award – as a partner in the EPA’s Safer Detergent Stewardship Initiative. **Herbatergent Scent Free** and **Oxygenbleach** carry the **EPA’s Designed for the Environment (DfE)** certification. Products awarded DfE approval have been carefully screened by the EPA, who reviews each ingredient for potential health and environmental effects. The other products in the Vaska laundry care line are currently awaiting EPA review.

Vaska’s green extends beyond the product and into the packaging. Form meets function in the stunning, modern bottle which was designed for both ergonomic and lifestyle appeal. Vaska bottles are made from up to 50 percent post-consumer content, and can be recycled in most cities across the country.

Vaska, which means “to wash” in Old Norse, was founded in 1999 in Berkeley, CA. The company's high-performance Herbatergent is used in industrial laundries such as *Royal Laundry* in the San Francisco Bay Area, laundering linens for the top 150 hotels including the *Joie de Vivre* group, *Kimpton Hotels*, and the *Ritz-Carlton*. Vaska is used by the *San Francisco Giants* to clean the team uniforms and Vaska products are used to clean the costumes of the San Francisco production of *Wicked*.

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