



FOR IMMEDIATE RELEASE

Vaska Introduces Herbatergent™ Laundry Care Across America

Berkeley, CA – July 2, 2009 – Vaska, Inc., a Berkeley manufacturer of advanced botanical laundry care products, is pleased to announce the national release of Vaska **Herbatergent** laundry detergent, chlorine-free **Oxygenbleach**, and **Spotoff™** stain remover.

Vaska's advanced botanicals are uniquely formulated for fabric care by a former fashion designer, Julia Fry, whose passion for textiles led her to create a revolutionary herbal formula without harsh chemicals, to protect fibers, skin, and the environment.

Herbatergent (available in **Light Lavender** scent and **Scentfree**) 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.

Herbatergent is 100 percent biodegradable, graywater safe, and hypoallergenic. In November, 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 Scentfree** and **Oxygenbleach** have been recognized as safe for people and the environment by the EPA’s Design for the Environment (DfE) program.

Oxygenbleach is a natural, chlorine-free bleach producing sparkling white, color-safe results that last longer and feel softer than traditional chlorine bleach. **Oxygenbleach** is 100 percent graywater safe and recommended for babies and people with sensitive skin. It is safe for use on all natural and synthetic washable fabrics.

Vaska’s green high-performance brand extends to its packaging. Form meets function in the stunning, modernistic bottle, which was designed for both ergonomics and lifestyle appeal. Vaska bottles are made from up to 50 percent post-consumer content, and can be recycled in most major cities.

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 in the Bay Area, including the Joie de Vivre group, Kimpton Hotels, the Fairmont, the Ritz Carleton, and other top hotel chains who want to offer their clientele extra fresh linens, while preserving them from chemical damage.

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