



FOR IMMEDIATE RELEASE

Vaska's Laundry Products Are Wicked: Greening the Green Witch

December 11th, 2009—Berkeley, CA—Vaska, a Berkeley based producer of green, botanically based laundry care products for the commercial, institutional and consumer markets, is pleased to announce that its herbatergent and other green laundry products are now being used to wash the costumes of the San Francisco production of *Wicked*.

Gillian Kadish the Wardrobe Supervisor on "Wicked" at the Orpheum Theatre in San Francisco had the following to say about Vaska, "It is of the utmost importance to be environmentally conscious in the 'Wicked' wardrobe Department and by using Vaska we are able to use earth friendly products. Not only are the Vaska products eco-minded, but the botanical formula in the laundry detergent helps prolong the life of our most delicate costumes. We are not sacrificing the ability to clean our clothes, just clean them in a more cost effective and environmentally sound way. The Spotoff stain remover by Vaska is my new favorite product. It has enabled us to thoroughly remove the Green Witch's body paint from her costume where other stain removing products had failed before!"

It's not surprising that Vaska is able to both provide powerful stain removal and preserve textiles. Julia Fry, Vaska CEO and the inventor of its formula, was a fashion designer in New York and identified the need for a safe, natural, laundry formula with superior performance based on her love of beautiful fabrics, and the lack of good choices to care for them properly. Julia also studied costume design at the University of Colorado, Boulder, prior to majoring in Economics there. She has a particular love of the theater's wardrobe challenges.

According to Ms. Fry, "Vaska is perfect for the dramatic fabrics used in costuming, and the unique challenges of cleaning them. Vaska's clean, residue-free formulas preserve textiles, solve tough staining issues, and don't irritate performers skin, as they sweat out under the lights, day after day. The theater is like a sporting event. We cut our teeth on major league baseball, washing the SF Giants uniforms – we can green the Green Witch too!"

Consumers can buy the same Vaska formulas that are used backstage at *Wicked*: Herbatergent, Oxygenbleach, and Spotoff (the green witch's favorite for her body paint issues – AND it's a green bottle too!) are available at select natural food stores as well as online with free shipping www.alice.com, www.amazon.com and www.drugstore.com. Find Vaska store locations near you at www.vaskahome.com.

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