



## **MEDIA RELEASE—CANBERRA (3 December 2008)**

### **Two Canberra mums help turn the tide on drought**

With the drought still a harsh reality, two Canberra mums have started a business with a fresh approach to tackling washing that saves the average household hundreds of litres of valuable water a year, as well as money, time and effort.

Enviroballs Australia, just launched nationally, is the brainchild of Penny Allinson and Cheryl Betts. The Enviro Washballs and Enviro Dryerballs offer a chemical-free, environmentally-friendly alternative to the traditional commercial laundry products on today's market. Because they do not contain chemicals there is no need to use the rinse cycle when doing laundry.

Penny and Cheryl conducted extensive research before being driven to open their own business. These two energetic women had tried 'green' detergents, which left sludge in their washing machines. They were uncomfortable using recycled grey water on their gardens knowing the detergents left in the water went straight into the soil and, ultimately, Australia's waterways. Since using the Enviro Washball, Cheryl, a horticulturalist by trade, says she and Penny don't hesitate to use their grey water on their gardens because it's chemical free.

How do Enviro Washballs work? They are recyclable plastic balls containing small ceramic stones (no chemicals or bleaching agents) that last for up to 1,000 washes, only cost five cents a load and eliminate the need for laundry detergent and fabric softeners. The stones raise the pH level allowing water to move through fabric easily, removing dirt naturally. They were independently tested in a Canberra laboratory with excellent results.

'No residue is left on your clothes, so you don't need the rinse cycle,' says Penny. 'A top loader uses about 170 litres a wash. Without the rinse cycle you save thousands of litres of water a year and electricity too. There's also less wear and tear on your washing machine and pipes and clothes last longer because there are no chemicals to break down fabric.'

And Enviroballs Australia products answered another question the two mums had: 'If laundry detergents and softeners aren't good for the environment, how can they be safe for our skin or our kids' skin?' The independent lab results confirmed the products are hypo allergenic, contain no nasty, toxic chemicals, and are safe for sensitive skin (even for those with eczema and for babies). Cheryl's skin specialist has even confirmed the eczema she has suffered since her teen years is virtually gone.

Enviro Dryerballs are made from rubber material with multiple tips that last for years and save electricity by reducing drying time by 25 per cent. They control static cling and are safe for all fabrics. To tackle tough stains on clothes the company's third product, Enviro Stainstick, again uses no chemicals.

Friends for years, Penny and Cheryl were raised in families that practiced sustainable, healthy living. They have always been conscious of the environment, especially once they had families of their own. 'We never thought we would be inspired to start a business with a fresh approach to laundry,' says Cheryl, 'but we're glad we were.'

Enviroballs Australia products are sold online: [www.enviroballs.com.au](http://www.enviroballs.com.au)

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