



## **MEDIA RELEASE—CANBERRA (2 December 2008)**

### **Two mums help Canberrans garden without fear**

Gardeners wanting chemical free grey water can thank the sheer determination of two Canberra mums for researching and sourcing new, environmentally friendly laundry products that go beyond just claiming to be 'green'.

Enviroballs Australia is the brainchild of Penny Allinson and Cheryl Betts. These two energetic women were fed up with the sludge traditional laundry products left in their washing machines. And, as a horticulturalist, Cheryl knew the recycled grey water from her laundry was putting toxic chemicals straight into her soil and, ultimately, Australia's waterways. She also had eczema and thought 'If the chemicals from commercial laundry products aren't good for my garden, how can they be good for my skin or my kid's skin?'

Today, Cheryl's eczema is gone, she has the greenest lawn on her street and she and Penny are helping Australian households combat the drought by saving thousands of litres of water a year normally wasted doing family laundry. Households using Enviroballs Australia products are saving water, but also money and energy.

How? Enviro Washballs. The recyclable plastic balls contain small ceramic stones (no chemicals or bleaching agents) and last for up to 1,000 washes and only cost five cents a load. The stones raise the pH level of the water, allowing it to move through fabric easily, removing dirt naturally. No laundry detergent or fabric softeners are needed.

Enviro Washballs were independently tested in a Canberra laboratory with excellent results. The lab confirmed the products are hypo allergenic, contain no nasty, toxic chemicals, and are safe for sensitive skin (even babies).

'No residue or chemicals are 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 your clothes last longer because there are no chemicals to break down fabric.'

Enviro Dryerballs are also kind to the environment. They are made from rubber material with multiple tips that last for years and save electricity by reducing drying time by 25 per cent. They also control static cling and are safe for all fabrics. To tackle tough stains on clothes the company's chemical-free Enviro Stainstick works a treat.

Penny and Cheryl spent 20 months and thousands of hours of research and hard work before finding a cleaner, safer way to tackle their washing. Friends for years, Penny and Cheryl were raised in families that have practiced sustainable, healthy living. They have always been conscious of environmental issues, 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)

#### **More information and for media interviews:**

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