

Protecting The Environment

Going Green? You May Already Be On Your Way

(NAPSA)—Under the average American's sink lie countless wipes, paper towels and more than a half-dozen cleaning products. Many of those products are both harmful to the environment and hazardous to the home. With environmental concerns at an all-time high, are Americans tossing out their harmful chemical cleaners for "greener" alternatives?

According to a recent survey, three out of four Americans are hesitant to green their cleaning arsenal simply because they don't feel there are comparable alternatives on the market. At the end of the day, consumers want to go green but they are unwilling to sacrifice quality.

"We know people want to go green," said Lou Manfredini, national home improvement expert and host of the nationally syndicated television show *Housesmart*s. "However, finding green alternatives to replace powerful household cleaners can be challenging."

With store shelves stocked with everything from organic toilet paper to biodegradable doggie bags, consumers have more Earth-friendly choices than ever before. Manfredini offers the following suggestions to become a greener household without sacrificing the environment:

- For everyday cleanups, look for products that won't pollute water systems and harm aquatic life when you dispose of the waste.

- Rather than paper towels, consider cutting up old T-shirts as dust rags and wipes. Wash separately or by hand.

- Tough stains don't require tough chemicals. Steer clear of



With environmentally friendly products, it's now possible to switch to green without sacrificing clean.

strong chemicals such as ammonia, phosphates and bleach. You can get a deep clean while protecting the environment by identifying nontoxic cleaners that are known for high performance. CLR Brands are specially formulated to solve even the toughest household stains, and now they have been recognized by the Environmental Protection Agency's Design for the Environment (DfE) program as both an effective and environmentally safe solution.

- To help stop common drain clogs, dispose of grease in a jar instead of washing it down the drain. For regular maintenance, use an eco-friendly drain care product monthly.

From everyday stains to the most challenging rust stains to drain and septic buildups, look for products such as those from CLR Brands that pose the least threat to human health and the environment. Now it's possible to switch to green without sacrificing clean. For more information on smart cleaning tips with CLR products, visit www.jelmar.com.