

Ekotribe Launches 'Green Cleaning Products' from Better Life

Environmentally Friendly And Non-Toxic Cleaning Products



Dubai, UAE - Apr 15, 2010: Ekotribe has introduced the 'Better Life' brand of eco-friendly cleaning products in the Middle East. Better Life is a US based manufacturer of green cleaning products for commercial and residential use.

According to Anu Agarwal, Director of Ekotribe, "Better Life's products are setting the standard for green cleaning products. Even without solvents, silicones, VOCs, ethoxylates, petroleum based ingredients, or harsh surfactants, Better Life really does clean better. We are confident that products like 'What-EVER' All-Purpose Spray, 'I Can See Clearly WOW' Glass Cleaner, 'Einshine' stainless steel polish, 'Take it for Granite' marble surface cleaner and 'Even The Kitchen Sink' Gentle Scrubber will prove to be popular in the region.

All Better Life cleaning products use agents which are free of petrochemicals and ethoxylates; the power behind the green cleaners comes directly from plants and vegetation. This means all Better Life natural cleaners rapidly biodegrade. In fact, all Better Life green cleaning products far exceed both U.S. and European biodegradability standards. Cleaning with Better Life products means that you are using safe cleaners that are free of volatile organic compounds, sulfates and other chemicals which are irritants to the skin and respiratory system. All Better Life Cleaning Products are also Gluten-Free.



About Better Life

Based in St Louis, Missouri, Better Life was started by Tim and Kevin. Years of experience and lots of sweat equity, have lead to the safest, most powerful and genuinely green household cleaning products on the planet. Better Life blends highly specialized surfactants made from sugar, starch, and amino acids - all safe stuff. You will never see sulfates, ethoxylates, fragrances, dyes, or volatile organic compounds such as glycol ethers and alcohols in Better Life products. VOCs vaporize, entering the air we breathe.

Better Life Products screen hundreds of ingredients, choosing only the ones that are both effective, and have the fastest, most complete biodegradability profiles. All the products have rapid biodegradation profiles. Over 99% of the ingredients used are natural or derived from natural, renewable resources and the formulas have no aquatic or terrestrial toxicity.

About Ekotribe

Ekotribe was started in early 2010 with a desire to introduce green living. Ekotribe offers a range of eco-friendly products including green gadgets and appliances, solar lights, reusable gift bags and shopping bags, recycled paper and stationery, eco-friendly shower heads, eco-friendly toys, BPA-free water bottles and lunch boxes, soy candles, organic beauty products, organic table linen, eco-friendly wallpaper and wall stickers, solar powered totes, solar powered backpacks, bamboo kitchen ware, eco-friendly household cleaners, biodegradable tableware and organic pet products.

Ekotribe supports environmentally friendly manufacturers & designers. All customers are guaranteed products which are 'green', easily absorbed into the ecosystem, without compromising on design or quality. Ekotribe strives to offer high quality products that are either - Biodegradable, Environmentally safe, Handmade, Natural, Recycled, Recyclable, Reusable, Sustainable or Organic. Ekotribe is promoting a lifestyle that includes being aware of the environment, yet enjoying high-end products without forgoing quality & design.

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