



Ekotribe's Water Saving Gadgets Make a Splash!



Dubai , UAE - January 18, 2010: Ekotribe today announced the launch of several water saving products in the region – showerheads, shower timers and waterless car wash.

One of the most popular products is the eco-showerhead from Oxygenics in USA. Losing only 1 minute of hot water per shower can mean an additional \$75 in utility bills and 2,700 gallons of water wasted per year – and that's for a family of three. Considering that 30% of water use in the home is in the shower it is important to use the right products to conserve water.

According to Anu Agarwal, VP of Ekotribe, "Oxygenics showerheads are widely adopted by mainstream consumers since they are inexpensive to purchase, easy to install, convenient to use and offer quick payback times. The savings in water usage over the first few months of using these technology showerheads are significant and we hope more consumers in our part of the world will embrace these products. We are committed to bringing conservation into the mainstream by continually providing convenient, simple and user friendly products to save water and energy without asking users to sacrifice personal comforts."



Another water saving gadget is the shower timer introduced by Ripple from Australia. Awareness is the first step to positive environmental change. Ripple shower timers provide practical ways to save water. Shorter showers, reminder stickers and recycling water are just a few ways to greatly reduce the daily water consumption.

Each Ripple product is designed with the environment in mind to help save water. Ekotribe has also launched the Lucky Earth brand of waterless car wash products. Lucky Earth's signature product is made with water, natural surfactants (the cleaner) derived from coconut and silicone. The surfactants break up and lift the dirt from the vehicle's surface, while the silicone allows the dirt to be easily whisked away without scratching the surface.

The Lucky Earth 'Waterless' Car Wash saves time, money, and Earth!

About Ekotribe

Ekotribe offers environmentally-friendly products that have been carefully sourced from US, UK, Canada, Europe, India and Australia to enable people in our region live a green and positive lifestyle. 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, green books, 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 are available at www.ekotribe.com.



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. All customers are guaranteed products which are easily absorbed into the ecosystem, without compromising on design or quality.

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