ATTITUDE®

PRODUCTS THAT LEAVE NO TRACE ON EARTH OR ITS INHABITANTS.

Independently certified natural household cleaning products that really work & which don't cost the earth

Highly efficient and proven to work - unlike some non-chemical cleaning brands – ATTITUDE products are from Canada where they are independently certified and popular as the #1 eco-responsible brand of choice for household cleaning.

CARBON NEUTRAL: the world's first line of household products from a carbon neutral manufacturer

VEGETABLE CLEANING INGREDIENTS: made from corn and coconut oil (lauryl & coco glucoside) and phosphate free

ESSENTIAL OILS: highly concentrated with essential oils that are powerful anti-bacterial, anti-viral cleaning properties; contains no artificial or synthetic fragrances

VEGAN PRODUCTS: contains no animal derivatives

TRANSPARENCY: ingredients listed on the front of the bottles

GREEN: the most complete range of pure home cleaning products for the green consumer

EFFICIENCY: Three (3x) concentration formulas and large sizes reduce ingredient quantities, product weight and transport costs and save on both packaging materials and recycling

Order direct at www.breatheonline.ie or Low Call us on 1890 252 193

For stockists contact EvenOne Ltd on 01-201 1201, the exclusive agent in Ireland.
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T: +353 (0)1 201 1201 | F: +353 (0)1 201 1203
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ATTITUDE is the leading environmental alternative of its kind in Canada, thanks to the quality of their ingredients. ATTITUDE products carry EcoLogo certification, the most recognized and respected environmental standard in North America.

MYTHS & REALITIES OF ENVIRONMENTALLY FRIENDLY PRODUCTS

An environmentally-friendly (or "green") product is not just a product but a process. The term encompasses the various steps in the manufacturing process, the ingredients, the short-term impact on health and the environment and the long-term impact of the product, right up to its disposal.

BIODEGRADABLE = GREEN **FALSE** Biodegradability is just one criterion. A product may be toxic yet still be biodegradable!

PHOSPHATE-FREE = GREEN **FALSE** Phosphates are just one ingredient among about ten others that may constitute a product. A product may be made with ingredients dangerous to our health even if it does not contain phosphates. Beware of vague, loosely defined descriptions or so-called "natural" products; a product certified by a trustworthy organization is always your best bet.

CAN COMPANIES PUT WHATEVER BRAND NAMES (PRODUCT NAMES) THEY WANT ON THEIR BOTTLES? **YES** The brand name or registered name of a product may suggest that it has properties it does not. For example, the fictional brand "100% Good" could be the name of a toxic and polluting product. Never rely on the name alone when judging a product.

DO GOVERNMENTS VERIFY COMPANIES ENVIRONMENTALLY-FRIENDLY CLAIMS? **NO** The government will only investigate the environmentally-friendly claims of a company if a complaint has been lodged by a consumer or another company. It is very difficult for average consumers to verify for themselves if a product claiming to be environmentally friendly truly is.

HOW CAN WE VERIFY THAT A PRODUCT IS TRULY ENVIRONMENTALLY FRIENDLY? An independent and recognized environmentally-friendly certification, like EcoLogo, is the only way to avoid being deceived by vague, unfounded, misappropriated or dishonest claims. EcoLogo certification was created in 1988 by Environment Canada and is an emerging standard for environmentally-friendly products internationally.

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