



**FOR IMMEDIATE RELEASE**

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## **Kittrich Earns Green Seal Certifications for Safer & Healthier Household Cleaning Products for Families**

*Little Twig and EcoMe brands offer array of Green Seal-certified products safer for every day home use; includes first-ever Green Seal certifications for household dish soap & bottle wash*

WASHINGTON, DC – Green Seal, a premier ecolabel, announced that Kittrich Corporation has earned coveted Green Seal certification for an array of household cleaning products, including the first-ever Green Seal certifications for a household dish soap & bottle wash and a household wood cleaner. The proven-safer, proven-greener certified products are made in the USA under Kittrich’s Little Twig and EcoMe brands of cleaning and personal care products for families.

Green Seal is a globally recognized mark of excellence for human and environmental health. Green Seal-certified products are proven to work just as effectively as their conventional counterparts while using ingredients that are significantly safer for people and the planet. Certified products are screened for VOCs, carcinogens, reproductive toxins, mutagens, phthalates, endocrine disruptors, skin sensitizers, and any other toxic ingredients that don’t belong in homes, schools or workplaces.

Little Twig and EcoMe products met Green Seal’s stringent [Specialty Household Cleaning Products Standard \(GS-52\)](#), which requires a deep-dive look at a product’s sustainability, from raw materials extraction all the way to production and packaging. Only the safest, most responsible, and most effective products achievable today are able to meet this standard.

“Cleaning products can contain toxic chemicals linked to asthma, allergies, cancer, and damage to reproductive health and DNA – sometimes even when they are advertised as ‘green’ or ‘natural.’ In a marketplace crowded with misleading marketing claims about the health and safety of household products, consumers count on Green Seal-certified products to take the guesswork out of making the best choice for their families,” **said Doug Gatlin, Green Seal CEO.** “By securing the most rigorous third-party certification in the nation for their array of household cleaning products, Kittrich has verified their Little Twig and Eco Me products are among the safest, greenest and most effective household products in the marketplace.”

EcoMe founder Robin Kay Levine created EcoMe when her 35-year-old sister was diagnosed with breast cancer that the doctors called “environmental based.” After searching the products in her home and finding toxic ingredients, she began blending simple household ingredients such as vinegar, baking soda and olive oil along with pure plant essential oils to create safer and effective household and personal care products.

Little Twig founder Lenie Ramos was inspired more than a decade ago to develop a line of clean and simple products that her niece could use without experiencing an allergic reaction on her sensitive skin. She made sure each product was free from harmful chemicals, synthetic fragrance, parabens, sulfates and other irritating ingredients. Little Twig has stayed true to this heritage and has expanded to include a wide range of products that are safe and effective for the whole family.

The Kittrich products that have earned Green Seal certification are Little Twig Dish Soap & Bottle Wash (Lemon Fresh and Fragrance Free), EcoMe Dish Soap (Lemon Fresh, Herbal Mint and Fragrance Free), EcoMe Stainless Steel Cleaner (Lemon Fresh) and EcoMe Wood Cleaner & Polish (Lemon Fresh). For more information about Kittrich’s Little Twig and EcoMe brands, visit [www.littletwig.com](http://www.littletwig.com) and [www.eco-me.com](http://www.eco-me.com) For more information about Green Seal, visit [www.greenseal.org](http://www.greenseal.org).

#### **ABOUT KITTRICH CORPORATION**

Kittrich Corporation®, founded in 1978, has established a global presence in products for the home including housewares, yard goods, stationery, and writing instruments, window fashions, organic bath products and pest control. Kittrich has over a million square feet of production and warehousing in the United States with three strategically located facilities throughout the country. Leading the list of Kittrich's many strengths are flexibility, expertise in tailoring products assortments, merchandising and innovative product development. Significant investments in high tech, high speed-manufacturing equipment and complementary strategic long term relationships with overseas partners allows Kittrich to be a reliable, quality, prime manufacturer that leads the industry in several product categories. For more information, visit <http://kittrich.com/>

#### **ABOUT GREEN SEAL, INC.**

Green Seal® is a global nonprofit organization with a mission to transform the economy for a healthier, greener world. Since 1989, Green Seal has applied rigorous standards for health, environmental sustainability and product performance to its certification programs to empower better purchasing decisions. Green Seal has certified thousands of products and services in over 450 categories, and is specified by countless schools, government agencies, businesses and institutions. Today, the Green Seal certification mark is a universal symbol that a product or service meets the highest benchmark of health and environmental leadership. Visit [GreenSeal.org](http://GreenSeal.org) or connect with Green Seal on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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