



# Hypoallergenic ECOS™ Cleaners

Help your customers manage their allergies and sensitivities

## A GROWING NUMBER OF CONSUMERS HAVE ALLERGIES OR SENSITIVE SKIN:



- 55% of Americans have some sort of allergy.<sup>1</sup>
  - 80% of dermatitis outbreaks are caused by common household items like soaps, detergents and cleaners.<sup>2</sup>
- Even shoppers without sensitivities value hypoallergenic cleaners:**
- 90% of consumers are interested in cleaning products made with safer, healthier ingredients, with 44% saying they'd pay more for safer, healthier options.<sup>3</sup>

**ECOS™**

From the Earth to Your Home™ ecos.com 1.800.335.ECOS

<sup>1</sup><http://www.webmd.com/allergies/allergy-statistics>

<sup>2</sup><http://www.domeboro.com/skin-care-center/allergic-reactions/>

<sup>3</sup><http://www.consumerreports.org/cro/news/2015/07/safer-cleaning-products-survey/index.htm>

