



## **A breath of fresh air from Ecover**

Ecover, the pioneer of ecological cleaning is crossing new frontiers and introducing a new range of Room Fragrances in the New Year.

Based on plant extracts and essential oils the room fragrance creates a mild perfumed aroma. Available in three fragrances to suit your different moods:

- Lavender, for times when you need to unwind after a hard days work
- Lemontree, full of refreshing and invigorating properties to give your home a powerful, cheerful energy
- Rosegarden with harmonising and balancing properties, helping to stimulate and revitalise.

Displayed in a sophisticated glass jar with cork stopper, the room fragrance works by placing the wooden sticks in the liquid dispersing mild perfume, creating a refreshing atmosphere without dominating the room. The strength of the fragrance can be altered to suit your mood simply by adding or removing the number of wooden sticks within the liquid. The stylish bottle will compliment any room design. Simply leave in a safe place and let your home be enchanted with the carefully selected scents.

Clare Allman, Marketing Manager, Ecover UK says: "Room fragrance takes Ecover into a new area as we continue to respond to our consumers needs and suggestions. Most conventional products on the market use non renewable ingredients and synthetic perfumes, and customers want an ecological alternative. Ecover has pioneered products that provide people with an effective ecological alternative and we see room fragrance as a natural extension."

Ecover room fragrance can be purchased at Homebase, through independent health food shops and online stockists at an RRP of £12.49.

## ENDS

For further press information please contact:

Kat Forse  
Bray Leino Public Relations  
Tel: 0117 973 1173  
Fax: 0117 946 6664  
Email: [kforse@brayleino.co.uk](mailto:kforse@brayleino.co.uk)

Rachel Groves  
Bray Leino Public Relations  
Tel: 0117 906 4538  
Fax: 0117 946 664  
Email: [rgroves@brayleino.co.uk](mailto:rgroves@brayleino.co.uk)

### Notes to Editors

- Ecover operates from its world famous ecological factories in Belgium and France and is globally respected as an organisation, which is forging the way for ethical companies of the future. The company's guidelines for environmental criteria, the selection of ingredients and manufacturing processes are far stricter than those required by EU legislation. Ecover sets the standards for others to follow and has been recognised by the United Nations Environment programme (UNEP) for their outstanding practical achievements for the protection and improvement of our environment
- All of Ecover's plastic bottles are made from polyethylene and polypropylene, which are both 100% recyclable and can be recycled together
- The product range is not only kinder to the environment, but also kinder to the skin as Ecover products are based on natural plant and mineral ingredients and do not contain optical brighteners. For more information on Ecover see [www.ecover.com](http://www.ecover.com)