

## **Go Green With Your Washing Machine!**

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### **Go Green With Your Washing Machine!**

Ecotopia.co.uk is urging consumers to go green with their washing machine and turn one of the modern household's biggest pollutants into a chemical free haven for clean clothes! The UK's leading ethical and environmental online store is recommending the revolutionary Eco Ball, a hypoallergenic alternative to washing detergent.

Kind to clothes, washing machines and the environment, Eco Balls are set to be an intrinsic addition to any environmentally conscious home.

"Eco Balls are a breakthrough in cleaning technology," says Ecotopia director, Steven Jones. "They are placed in the washing machine in the place of traditional powder but can be re-used up to 1000 times, costing on average just 3p per wash. Not only does this make Eco Balls cost efficient, it also helps to protect the water supply from pollution caused by conventional cleaning agents."

### **Caring and Cleaning**

Three eco balls are placed in the washing machine side by side, working together to produce ionized oxygen that activates the water molecules naturally. These molecules penetrate deep into clothing fibres to lift dirt away without fading colours.

Eco Balls operate on a quick wash and at a lower temperature, softening clothes even in hard water areas. So gentle they can be used on baby clothes and by those suffering from eczema and other sensitive skin complaints, Eco Balls have an anti-bacterial action, killing Escherichia Coli and Staphylococcus Aureus.

As with all Ecotopia products, order online and receive free delivery when you spend over £100.

To find out how Eco Balls can help you help the planet, visit <http://ecotopia.co.uk/eco-balls.ir> or <http://www.ecotopia.co.uk>

### **About Ecotopia.co.uk**

Established in 2003, Ecotopia is the UK's leading ethical and environmental online store. It offers customers a diverse range of useful environmental products and a personalized and stimulating service.

Ecotopia aims to educate customers that caring about the environment need not cost the earth and inspires people to make a small and environmentally positive change in their daily lives. Ecotopia was a recipient of the Business Link 'E-commerce Initiative of the Year' award in 2005.

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