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SIX LOCAL WOMEN OWNED BUSINESSES BAN TOGETHER FOR EARTH DAY

(MINNEAPOLIS, MN)--Minneapolis natural products manufacturer NONTOXIQUE BEAUTY announced today they will be sponsoring an Earth Day event in which they are partnering with five other women-owned local businesses in an effort to raise awareness on one common product we all use; hand soaps.

The event, a Triclosan drop-off will kick off Saturday April 17th at a local Minneapolis Café, KENWOOD CAFÉ located right across from the Kenwood school and end April 22nd on Earth Day at Roseville salon partner Hairs to you. According to Mossberg, founder of NONTOXIQUE BEAUTY, "Earth Day is one of the most important days to use for education in terms of how our consumer spending impacts the environment we have to live in. When it comes to cosmetics and personal care products, the one thing we all use is hand soap and many of them are harming our environment."

It turns out that many antibacterial hand soaps contain Triclosan, a known endocrine disruptor and classified by the EPA as a pesticide. It has been banned in consumer products in Europe, Japan and Canada but has yet to be banned in the U.S. The use of Triclosan in consumer products is of concern because studies show that when Triclosan washes into our water system its effects are detrimental. Triclosan is UV sensitive and when it reacts with UV-rays, it produces dioxane, a high human and environmental carcinogen.

Dioxane, once it makes its way into our body can bind to our cells receptors, causing mutations and changing the way cells function. The entire body is effected. "What many people don't know is that bacteria adheres to the body through static electricity. Getting rid of those nasty germs is a matter of lathering and creating friction to break that static bond, not using hazardous chemicals," Mossberg explains. "I think the use of antibacterial

hand soaps was just something we were told we needed and until recent years didn't question why we were using these soaps or what was in them. Now that we know what impact they have on personal and environment health, it's hard to turn a blind eye," Sheila continued.

NONTOXIQUE BEAUTY and all five participating businesses throughout the Twin Cities encourage the community to come out and drop off questionable hand soaps they use at home or even at work or just stop by a participating location to learn a little more. If consumers can take baby steps in becoming better stewards of their body, it will naturally help create a safer healthier environment. All products turned in will be taken to the MN Pollution Control Agency to discuss what's in the products that are environmentally toxic and then will be disposed of properly.

Details can be found online at www.nontoxique.com under events then April. Participating locations are as follows; April 17th KENWOOD CAFÉ, April 19th Nurturing You Beyond Organic Spa, April 20th StormSister Spatique, April 21st Kasia Organic Salon and April 22nd Hairs to you salon.

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