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Fall 2008

Is it Green Cleaning or... Green "Washing"?

More and more "green" products and services have been introduced on the market lately, as more consumers become concerned with global warming and the environment. That's great – except when the product or service claims to be green when it really isn't. Green washing is when companies use exaggerated or inaccurate claims that can't be substantiated with proof. Green washing is on the rise, so much so that the Federal Trade Commission (FTC) has accelerated their timetable for reviewing their marketing guidelines for green terms. Ultimately this will help consumers make more informed choices for themselves and their families, but in the meantime, Maid Brigade can help clear up some of the confusion.

"Green" house cleaning means using products, equipment and methods that are safer for human health as well as the environment while still being effective. A common misconception is that cleaning products labeled "environmentally friendly" and even "non-toxic" are green. Traditional cleaning products often contain harmful chemicals that may put you, your family and your pets at risk for health problems. Products labeled non-toxic may not kill you, but many contain ingredients that are known or suspected carcinogens, neurotoxins, reproductive toxins, mutagens, or other harmful substances that can affect short or long-term health. In short, non-toxic does not always mean not harmful.

The consumer product, Simple Green, advertises that their product is non-toxic and biodegradable and according to widely recognized standards, it meets the stated criteria for both terms. However, the main ingredient in Simple Green is 2-butoxyethanol, commonly known as butyl or 2-butyl. Butyl is listed as an OSHA Table Z Hazardous Substance. According to the National Toxicology Program (NTP), animal testing indicates chronic exposure could result in blood disorders, liver damage, and nervous system effects. The Environmental Protection Agency's (EPA) Design for the Environment (DFE) program has identified 2-butoxyethanol as having potential effects on blood, the central nervous system, kidneys and liver¹. It may be green in color, but it's not "green" by recognized standards. That's the simple truth about Simple Green.

Consumers looking for green cleaning products to use in between Maid Brigade visits are advised to look for products that bear the Green Seal certification. Alternatively, consumers can visit the Household Products Database (www.householdproducts.nlm.nih.gov) to learn which products and chemicals to avoid based on potential health hazards.

¹ Source: Barry Rosenthal, category manager for Betco's Green Earth cleaning product line.



Maid Brigade Adds Video to Green Clean TV™

Those who want to hire a green cleaning service may benefit from Maid Brigade's latest addition to our Green Clean TV™ web series, "How to Hire a Housecleaning Service that is TRULY Green". Green Living expert and Maid Brigade spokesperson, Annie Bond, gives consumers five essential questions they can ask prospective cleaning services to identify whether they are truly green cleaning, or merely "green washing".

Visit www.maidbrigade.com or www.greenclean certified.com/GREENTV to access the video. Additionally, consumers can download a checklist to use when comparing green cleaning services at www.maidbrigade.com/choosingahousecleaningservice.php.

GREEN CLEANING Comparison Chart	Maid Brigade	Current Maid/Service	Cleaning Service A	Cleaning Service B	Cleaning Service C
1 Uses cleaning solutions that are certified to be effective, yet safer	✓				
2 Uses multi-level filtration closed canister vacuums for improved indoor air quality	✓				
3 Has a color coded cleaning system using micro fiber cloths & dust mop for an effective clean while avoiding cross-contamination	✓				
4 Their environmental and/or health claims are substantiated with proof	✓				
5 Adheres to certified cleaning standards for consistent and safe cleanings	✓				
6 Implements formal green training program according to standard operating requirements	✓				
7 All cleaning staff undergoes certification in accordance with recognized cleaning standards	✓				
8 All locations clean green	✓				

Do You Know What You're Putting on Your Skin?

(ARA) - Bath and beauty products do more than just keep us clean, they make us look and feel our best. And in a 24/7 society where busy is the norm, a simple bath or great skin treatment can be a relaxing personal moment in an otherwise hectic day. Now more than ever, people are using bath products that are made organically through green processes because it's not only good for them, but also good for the environment.

"Going green is more than just an environmental concept, it's something that can have a dramatic impact on personal health," says



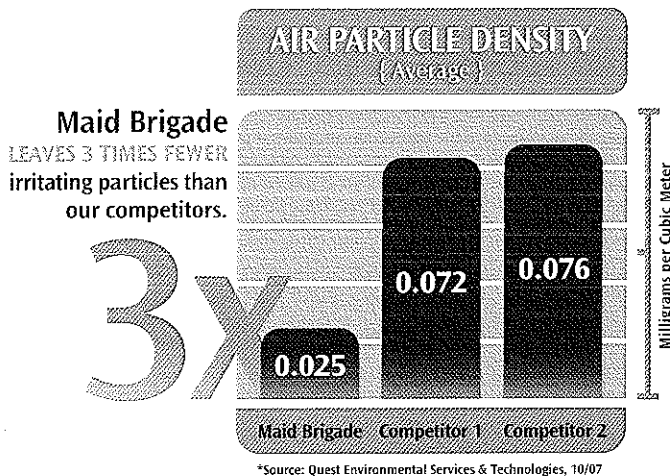
What is Green Cleaning & WHY is it better?

GREEN SOLUTIONS, NOT CHEMICALS

The Green Seal organization has initiated a product eco-labeling program that sets the standards for environmentally friendly cleaning solutions and identifies them as such. Using internationally recognized methods and procedures, they evaluate supplies based on the following criteria:

- Meets performance tests, so it is deemed effective
- No human toxicity, so it's safe
- No carcinogens or reproductive toxins, no skin/eye corrosives
- Not a skin sensitizer, so less likely to cause an allergic reaction
- Contains minimal Volatile Organic Compounds (VOCs) to reduce harmful fumes
- Non-combustible
- No aquatic toxicity, so it's safe for the water supply
- Biodegradable
- Safe fragrances
- No endocrine disrupters, making it even safer for people & pets
- Phosphorous levels that are environmentally safe
- Reduced packaging to minimize impact on landfills and depletion of natural resources

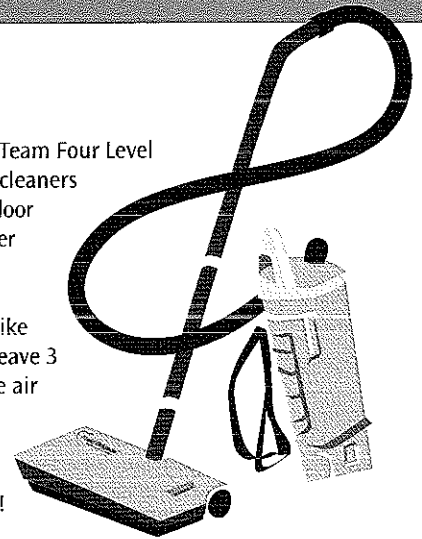
Maid Brigade's Green Clean Certified® system uses cleaning solutions certified by Green Seal.



Maid Brigade®
YOUR HOME CLEANER

VACUUMS

Maid Brigade uses the incredible ProTeam Four Level Filtration backpack canister vacuum cleaners that are proven to remove 99.9% of indoor pollen, pet dander, dust mites and other respiratory irritants. Our vacuums are certified under the Carpet & Rug Institute's Green Label Program, unlike many well-known brands, and can leave 3 times fewer irritating particles in the air than our competitors.* Removing these asthma and allergy triggers significantly improves your indoor air quality – and health!



MICROFIBER CLOTHS & MOPS

Maid Brigade's exclusive Green Clean Certified® system uses allergy-free and anti-bacterial microfiber cloths. The cloths are made from a scientific weave of polyester and polyamide to provide a lint free, multi-surface cleaning device. They act as millions of scrub brushes to remove germs, grease, lime, and other dirt without damaging the surface being cleaned.

The magic of microfiber is also used in our floor mops. These mopping systems ensure a clean surface. The dry mop is used to remove dust and dry dirt, while the wet mop is great for removing scuffs or marks from hard surface floors. Microfiber cloths and mops are not only effective, but reduce the waste and potential harm to the earth's forests caused by the use of paper products.

*Thoroughness & consistency
through Green Cleaning.*

Our teams are extensively trained and Green Clean Certified® to provide:

- Effective and consistently predictable cleaning methods
- Better deployment of labor, reducing waste and contributing to overall efficiency
- A thorough cleaning to safeguard human health while minimizing the impact on the environment



heavy
industrial
dust

mold

pollen

dust
mite

pet
dander

hair

WE EVEN REMOVE THE STUFF YOU CAN'T SEE



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