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Lotus Brands, Inc. Receives Green Patriot® Company of the Month Award

Outstanding natural products company honored by the Green Patriot Working Group

LOS ANGELES – The Green Patriot Working Group announced today they are awarding their elite Green Patriot® Company of the Month Award for August 2009 to Lotus Brands, Inc.

The Green Patriot Working Group, led by environmental health consumer advocate David Steinman, issues a monthly award to honor companies that are setting an outstanding example of corporate environmental and social responsibility. They have selected Lotus Brands as the Company of the Month for August 2009, due to their commitment to using natural ingredients, exceptional health and safety standards, and preservation of natural resources. Lotus Brands has become a standout company that was recently evaluated by the Green Patriot Working Group.

Steinman became familiar with Lotus Brands and their brand Life Tree® when he tested over 140 personal care and cleaning products for the petrochemical carcinogen 1,4-dioxane in studies between 2007 and 2009. (The studies were co-sponsored by the Campaign for Safe Cosmetics, the Environmental Working Group, and the Organic Consumers Association.) In many cases, the presence of the carcinogen was a surprise to manufacturers. In the first study, all dish soaps tested positive for 1,4-dioxane. However, Life Tree dish soap from Lotus Brands had the lowest level of 1,4-dioxane compared to all other conventional and “natural” and “organic” dish soaps tested. (Their level was so low, in fact, that another brand contained over 100 times the amount.) After receiving the study results, Lotus Brands promptly reformulated to completely remove the chemical from all of their Life Tree products.

“Clearly, Lotus Brands is dedicated to making its products completely safe and effective for consumers, while honoring their serious commitment to operate in harmony with nature,” says Steinman. “We have been noticing the admirable environmental mission of Lotus Brands and their growing presence and influence in the U.S. They are setting an excellent example by showing that excellent products can be environmentally safe and don’t need to contain toxic and harmful ingredients to be effective.”

The Lotus Brands family of brands includes Life Tree household cleaning products, Eco-DenT® premium oral care products, Ancient Secrets® nasal cleansing products, Light Mountain® natural hair color and Color the Gray, Lotus Press, and others. Life Tree was the first company in the U.S. to bring consumers a complete line of natural, biodegradable household cleaning products. All Life Tree products are formulated to biodegrade quickly and completely and contain no phosphates, chlorine, artificial colors or other environmentally harmful ingredients. Products such as Life Tree and Eco-DenT are sold at very high concentrations that require less packaging and less waste. The Ancient Secrets personal care products were selected from around the globe for being supportive of a natural lifestyle of optimal wellness and balance.

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Lotus Brands president Santosh Krinsky said, “Lotus Brands is thrilled to be recognized by the Green Patriot Working Group. Lotus Brands is dedicated to helping people move from the chemical consumer dependency system to a system with less pollution and natural resource consumption. Americans are living as if we have nine planet earths, yet we only have one. Lotus Brands realizes that we’re in an enclosed system. Instead of living as if we’re separate from our environment, from each other and from other species, we have worked to find products that create harmony with the environment. This acknowledgement of our efforts and our philosophy is much appreciated.”

About Lotus Brands, Inc.

Lotus Brands, Inc. is a majority woman-owned company started for the purpose of providing safe, effective and natural alternatives to people for maintaining their wellbeing in harmony with the planet. The brands and products sold by Lotus Brands address real consumer needs through solutions inspired by nature. For more information on the company and its products, please visit www.lotusbrands.com or call (262) 889-8561.

About the Green Patriot Working Group

The Green Patriot Working Group is a dedicated group of concerned citizens working to build a safe, secure future for America through environmental sustainability. In cooperation with Freedom Press, they have published *50 Simple Steps to Save the Earth from Global Warming* (2008) and the upcoming *50 Simple Steps to Kick Our Oil Habit* (2009). They are led by environmental health consumer advocate and author David Steinman, who hosts the weekly Internet radio show *Green Patriot Radio with David Steinman*. For more information, please visit www.greenpatriot.us and www.greenpatriotradio.com or call 800-959-9797.

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