

# DO SOMETHING!

Monday April 18 2011

## Australia's biggest selling laundry detergent goes phosphate-free

**Unilever's phosphate-free OMO hits the shelves as Coles and Woolworths announce phase-outs of laundry phosphates**

In a week of major developments, Australia has moved far closer to a national phase out of phosphates in laundry detergents.

**Do Something!**, the organisation campaigning to phase-out phosphates in laundry detergents, has congratulated **Unilever** for making **OMO** – Australia's number one laundry product – completely phosphate free.

All 3 Unilever brands - **OMO**, **Surf** and **Drive** - are now phosphate-free and are currently rolling out in to supermarkets with the '**NP**' sign on-pack.

And in a further boost for the environment **Coles** and **Woolworths** have also made a move on the issue. **Coles** will remove phosphates from all home brand laundry detergents in 2012. **Woolworths** will remove phosphates from all private label laundry products by the end of this calendar year.

This follows the recent announcement by **ALDI** that they will stop the sales of all phosphate-based detergents by 2013.

Do Something! founder **Jon Dee** - who's leading the phosphate campaign - said:

“These are very welcome developments. Australian households perform **1.9 billion washes every year**. This switch to phosphate-free laundry detergent is creating positive environmental change at the local household level.”

“These moves are showing that **laundry detergents can go phosphate-free at no extra cost to consumers**. There's also **no compromise** in the quality of the wash. Surely it's now time to totally phase-out phosphates in laundry detergents?”

**Jon Dee is available for interview from 6am via 0414 971 900**

**Sebastian Lazell is available for interview via Tina Alldis on 0402 352 432**

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**Sebastian Lazell**, Chairman of Unilever Australasia, comments:

"The removal of phosphates from our laundry range is our latest environment-focused innovation under the Cleaner Planet Plan, Unilever's global commitment to reducing the environmental impact of our laundry products.

"Our global life cycle research revealed that phosphate has a higher greenhouse gas impact than other ingredients, so we've replaced it with lower greenhouse gas alternatives."

"For the OMO range this equates to an approximate **30% reduction** in the greenhouse gas footprint of the product, and by simply using new OMO, an Australian household can **save 20 kg of CO<sub>2</sub> a year.**"

"If all Australian households switched to OMO this would save **85,000 tonnes of CO<sub>2</sub>** in total, or the equivalent of **taking 33,000 cars off the road.**"

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**Jon and Sebastian are available in Sydney for TV interviews**