



Media Release

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PZ Cussons Australia Laundry Detergents Reducing Your Environmental Impact - Phosphate Free by the end of 2012 -

PZ Cussons Australia today announced RADIANT laundry powder will be phosphate-free by the end of 2012, completing the final stage of their environmental journey to remove phosphate from all of their laundry detergent brands.

PZ Cussons Australia has led the market's environmental drive introducing DUO as the first major mainstream brand to go phosphate-free back in 2008.

PZ Cussons Australia's commitment to better, lower phosphate solutions across its range of products has seen the development of phosphate-free RADIANT Gel and RADIANT front loader liquid detergents. In addition, RADIANT laundry powder will keep reducing its phosphate levels to be phosphate free by the end of 2012, without compromising quality and cleaning performance

PZ Cussons Australia's Managing Director, Wayne Horrobin, said his Australian production team have been working to deliver consumers a phosphate-free range of laundry detergents for many years.

"The commitment to protect the environment through the removal of phosphate in PZ Cussons Australia laundry detergents began in 2008 with DUO, Australia's number one powder value brand and RADIANT front loader liquid detergent. This year, RADIANT's new Gel entered the market phosphate free.

"To complete PZ Cussons Australia journey to offer a phosphate free range of laundry detergents for their environmentally aware customer, RADIANT laundry powder will be phosphate free by the end of 2012," announced Mr Horrobin.

He added, "RADIANT laundry powder's timeframe to be phosphate free has been established to ensure the premium laundry powder will continue to deliver the high performance stain removal our consumers rely on and expect and will also ensure RADIANT continues to be manufactured in Australia."

Jon Dee, Founder and Managing Director of Do Something! welcomed PZ Cussons Australia's announcement today.

"It's very exciting to see that PZ Cussons Australia has committed to the removal of phosphate from RADIANT laundry powder by the end of 2012. This is a very positive move.

"When their 'DUO' brand went phosphate-free in 2008, it set a very positive role model for other brands by showing that you could get rid of phosphate without affecting the quality of the wash or the price of the product.

"The decision by PZ Cussons Australia to make RADIANT Powder phosphate free is very welcome in that these changes will take place here in Australia where their laundry detergents are made. Their commitment to greener local production is really welcome as it means that their Australian-based manufacturing operations and technology will help RADIANT powder to be more environmentally responsible than ever before," said Dee.

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