



For Immediate Release  
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## **TWIST Eco-friendly Sponges Now Available at BuyGreen.com**

BOULDER, Colo. (Jan. 31, 2008) — TWIST, a natural and eco-friendly household cleaning products company, will now be offering its line of biodegradable sponges at BuyGreen.com, one of the leading distributors of green and eco-friendly products online.

“We are thrilled to partner with BuyGreen.com,” said Brian Ross, TWIST’s co-founder and CEO. “BuyGreen’s passion for green products aligns perfectly with TWIST’s mission to provide eco-friendly household cleaning solutions. BuyGreen.com is a perfect home for TWIST.”

Recently, BuyGreen.com created the “Green Standards” program to further enhance their dedication to eco-friendly products. This program, which assigns a “green” rating to each product offered on the site, not only allows consumers to be more eco-conscious but it also creates a higher standard to hold their products to, such as TWIST.

“The TWIST family of products are a perfect fit for our ‘Green Standards’ program, especially since this is the only household cleaning sponge approved on our site according to our criteria,” said BuyGreen.com’s CEO Douglas Farquhar. “We are proud to support a company with such a dedication to providing quality and eco-friendly alternatives to the conventional products people use every day.”

All TWIST products are 100% biodegradable and the packaging is earth-friendly and recyclable. To encourage its environmental message, TWIST packages can be converted into little bird feeders by following the instructions on the inside of its package.

### *About TWIST:*

TWIST offers natural and eco-friendly household cleaning products made with simple and smart designs. TWIST products include the Euro Sponge #10 (SRP \$1.99/1-pk) which offers a durable, biodegradable, and stylish option for day-to-day cleaning; the Loofah Sponge #50 (SRP \$4.99/2-pk) which is an all-natural, biodegradable and anti-bacterial product that is one side absorbent sponge and one side natural loofah; the Naked Sponge #55 (SRP \$2.79/2-pk) which offers a clean, dye-free, durable and 100% biodegradable option for day-to-day cleaning; and the European Sponge Cloth #20 (SRP \$3.99/3-pk) which offers the absorbency of a paper towel and the reusability of a sponge, and is a modern and eco-friendly solution for wiping even the messiest of spills. TWIST products are all 100% biodegradable and the packaging is earth-friendly and recyclable. To encourage reusing and recycling, TWIST packages can be converted into little bird feeders. TWIST products are currently available nationally at Whole Foods Markets and Pharmaca Integrative Pharmacies, as well as in local grocery and specialty stores across the U.S. and Canada. In partnership with Global Response, TWIST works to protect the diversity of our planet and the rights of all people. For more information, visit [www.twistclean.com](http://www.twistclean.com).

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