



For Immediate Release
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Sustainable Solutions for You and Our Planet **Preserve® by Recycline**

Waltham, MA. September 5, 2007 – 2007 was the year America went Green, and more than ever consumers are looking for quality products that are both eco-conscious and eco-chic. Recycline offers a simple way for consumers to satisfy their everyday needs with high-quality, stylish, and environmentally responsible products for nearly every room of the home with their **Preserve®** brand line of personal care products, tableware, and soon-to-come kitchenware.

Recycline has pioneered the development, production and marketing of innovative, well-designed and eco-friendly consumer products made with recycled, recyclable and environmentally-preferred materials. Created with a team of designers such as award-winning Evo Design and engineers – elegant design, ergonomics, ease of function and environmental preservation are at the heart of each product. **Preserve® by Recycline** products include the number one selling toothbrush in the natural product marketplace; Preserve Razor, the first recyclable and environment-friendly alternative to the disposable razor; a colorful reusable and recyclable tableware collection of plates, cups, and cutlery made from recycled plastic; and additions to the personal care line such as tongue cleaners, Preserve Jr. toothbrushes, and naturally flavored toothpicks.

All **Preserve®** products are made with 100% recycled polypropylene (#5) plastic such as Stonyfield Farm yogurt cups. Its packaging is also comprised of sustainably harvested wood-based plastics, 100% post-consumer recycled plastics and paper, and canisters that also serve as reusable travel cases. And the recycling story doesn't end there as they are also completely

recyclable either through community recycling programs that accept #5 plastics or by using Recycline's unique postage-paid recycling mailer (for the toothbrushes and razors). The returned products and packaging are then recycled into plastic lumber which is used to make picnic tables, decks, playground equipment and other durable products.

In 1996, Eric Hudson founded Recycline to provide high-quality recycled products to consumers in response to the growth in recycling and the evolution of environmental concern. "Sourcing recycled plastics for consumer products instead of using virgin resources reduces energy consumption, conserves natural resources, avoids landfill waste, and reduces dependence on foreign fuels," sums up Hudson, Recycline's founder and president. The company's mission is to help consumers conserve, by offering products with great-looking design and high performance that are better for the environment.

Preserve[®] products are made in the USA and are sold everywhere from natural health food stores to online drug stores to national chains like Whole Foods Market, Trader Joe's, Target, and Wal-Mart.

Help preserve our planet's resources with **Preserve**[®].