

FINALLY, DRY CLEANING TENANTS
TO SUIT YOUR NEEDS.



Safe for our air, water and soil.





“When we were looking at taking Tide’s history and heritage in

cleaning into the dry cleaning space, there was only one partner we considered to help pave the way: GreenEarth. Their industry technology and expertise made GreenEarth a perfect fit for Tide Dry Cleaners, and has helped our business get off to a great start nationally.

The consumer response to the Tide Dry Cleaners stores has been overwhelmingly positive, and GreenEarth’s role in providing the consumer experience we were looking for can’t be overlooked. We couldn’t be happier.”

**Gary Coombe, Vice President
Procter & Gamble**



“Current Kimco tenants can continue to use perc until their lease

expires. When their lease expires, if tenants desire to remain in the center, they have the option to either convert their business to one of the approved green technologies or convert to a drop-off/pick-up store.

As far as green technologies go, the options that are approved for Kimco centers are:

1. The GreenEarth Cleaning method...
2. Wet cleaning...
3. Liquid carbon dioxide process...

It is important to note that the hydrocarbon cleaning processes using solvents such as Exxon Mobil’s DF-2000 or Chevron Phillip’ EcoSov, which are sometimes perceived as green alternatives, are not truly green. These petroleum-based solvents contain volatile organic compounds, like perc, and are thus treated as hazardous chemicals. If they leaked into the soil or groundwater, a cleanup might be required...

Kimco does not consider hydrocarbon, or it’s many different blends acceptable alternatives to perc.”

**Scott Gerber, Kimco Realty
blog post 4/24/2012**



GreenEarth® Prime Properties Program

Executive Summary

GreenEarth Cleaning, LLC was formed in 1999 to bring environmentally non-toxic dry cleaning to the worldwide dry cleaning industry.

The GreenEarth process is based upon international patents and operational knowledge utilizing a proprietary liquid silicone as the dry cleaning solvent, energy saving filtration media and concentrated additives trademarks that are now the largest environmental dry cleaning brand in the world.

Customers can find GreenEarth Cleaning through more than 6,000 retail service providers in more than 40 countries through its licensed Affiliate network by using our store locator at www.greenearthcleaning.com/locate-greenearth-affiliate.

Maximized sustainability through the GreenEarth Landlord Prime Properties Program is available to owners and operators of shopping centers that house licensed GreenEarth retail dry cleaners. An annual audit is provided to the landlord to assure that correct procedures are being followed to comply with:

- Environmental solvent safety
- Dry cleaning machine safety
- Operating procedure safety
- Safe operation of all approved additives and filtration media
- Significantly reduced consumption of energy, water and steam.

For Landlords, benefits of the GreenEarth Prime Properties Program include:

- The assurance of no contamination liability from GreenEarth pure silicone solvent
- With the annual audit, expedited refinancing of shopping center when the time comes

For Licensees, benefits of the GreenEarth Prime Properties Program include:

- Hands-on support at start-up with on-site training and licensee orientation
- Ongoing operational assistance: online, by phone, via email and as needed, in-person
- Access to professionally developed marketing tools and consulting services

GreenEarth Landlord Benefits

Prime Properties Program

Benefits for shopping center owners & property management companies:

- 1. Environmental assurance.** Dry cleaning tenants using the GreenEarth Cleaning system pose no risk of contamination because the GreenEarth licensing process assures the use of an environmentally non-toxic dry cleaning solvent.
- 2. Peace of mind.** The GreenEarth Environmental Compliance Audit Program includes the following annual environmental compliance documentation:
 - Guarantee of dry cleaning solvent safety.** Scientific verification of the non-toxic, non-hazardous properties of GreenEarth pure silicone cleaning solution; Material Safety Data Sheets and audited annual fluid supply records provided.
 - Guarantee of dry cleaning machine safety & performance.** Machine inspection report confirming that dry cleaning machines are running with GreenEarth solvent and that programs are set to GreenEarth specified cleaning programs designed to deliver optimal cleaning and fabricare.
 - Guarantee of dry cleaner safety compliance.** Compliance report confirming demonstrated proficiency in the use of environmentally safe dry cleaning practices, a condition of GreenEarth annual license renewal.
 - Guarantee of additive and filtration safety.** Confirmation that detergents, additives and filtration mediums utilized on site are approved for use in the GreenEarth system based upon the chemistries involved.
- 4. Opportunity to increase rents while significantly reducing utility burden.** GreenEarth's environmentally non-toxic profile enables operators to clean on premises, which dramatically increases volume potential, typically about twice that of a dry store. It can also increase the square footage needs of tenants. If a Class IIIA dry cleaning machine is already on premises, it can be converted to safely use GreenEarth silicone solvent. If the purchase of a new machine is necessary, preferred pricing is available for the purchase of optimized GreenEarth dry cleaning machines. These machines are custom-built to specifications designed to minimize energy and water usage while maximizing performance advantages. Utility reductions on water, steam and electricity range from 50 to 70% as compared to traditional dry cleaning machines. Machines are password protected to eliminate the risk of unauthorized changes to cleaning programs or mechanical configuration.
- 5. Easier to sell or refinance shopping center.** Environmental safety audit records make property sale and/or refinancing much easier, without the traditional environmental concerns associated with dry cleaners.



GreenEarth Dry Cleaner Benefits

Prime Properties Program

Benefits for dry cleaners:

- 1. New dry cleaning machine.** If option to purchase new GreenEarth optimized machine is exercised, licensee enjoys the benefits of state of the art technology designed to lower utility costs and improve cleaning and fabric care performance, while saving up to 25% on typical capital cost of other machines.
- 2. Affordability.** GreenEarth offers more than a sustainable cleaning system, it offers a sustainable business model.
 - Lower operational costs.** 50 to 70% less energy, water and steam consumption versus traditional hydrocarbon systems; no need for environmental insurance; no permitting fees or annual inspections in most air districts; lower waste hauling costs (up to 70% less waste by volume over perc).
 - Lower labor costs.** Significantly less classification means fewer loads per day and fewer lost or misplaced items; faster, easier finishing—clothes come out less wrinkled, less linty, and static-free than traditional systems; less special handling—not necessary on delicate silks, wedding dresses, beaded gowns.
 - Decreased claims expense.** Gentle on all fabrics; won't damage leather trims, rubber backing, decorative trims, beads, sequins or polyvinyl; won't dissolve glue and adhesives, no shrinkage or fading. On average, Affiliates report a 90% reduction in claim costs.
- 3. Higher sales.** If tenant switches from a dry store to a packaged plant (e.g. dry cleaning on premises), volume growth potential is significant, typically double the annual volume. Additionally, environmental and odor-free benefits attract new customers, build loyalty and grow piece count. Affiliates who market their difference report double digit sales growth year on year. No need to turn away or send special garments out—an average of three items per week can mean thousands more every year in net sales. New manufacturer care label recommendations specifying GreenEarth Cleaning will drive business to the door.
- 4. Professionally developed marketing tools.** Provided free to GreenEarth licensed Affiliates. To view available supports, visit www.greenearthcleaningstore.com.
- 5. Operational and technical support.** Provided free to GreenEarth licensed Affiliates.



“D₅ silicone does not pose a danger to the environment or its biological diversity...Based on the information before (the Review Board), the projected future uses of Siloxane D₅ will not pose a danger to the environment or its biological diversity.”

**Environment Canada
Expert Board of Review 2012**



Landlords can actually say the word “welcome”.

For decades, dry cleaners have often been a liability for landlords and developers. The dry cleaning industry’s reliance on hydrocarbon solvents, both chlorinated (e.g. perchloroethylene or perc) and unchlorinated (e.g. DF2000) have made it difficult to accept dry cleaners. But now there’s the GreenEarth Cleaning system and dry cleaners using it can be safe and profitable tenants.

What is GreenEarth? GreenEarth is an environmentally safe dry cleaning technology that replaces the hazardous petrochemicals used in traditional dry cleaning with a proprietary pure GreenEarth branded liquid silicone, a non-toxic, non-hazardous and exceptionally gentle alternative, in a system of care designed to ensure the best possible result for fabrics, the environment and the bottom line. While our primary focus is on dry cleaning, we are also working to develop sustainable alternatives to conventional washing capable of dramatically reducing the amount of water and energy needed for commercial laundry.

The company we keep. We offer the world’s finest sustainable fabric care through licensed Affiliate partners that share our values and commitment to excellence, both operationally and environmentally. We believe in treating our Affiliates like family, giving them the operational support and marketing tools they need to be successful and taking pride in how well they reflect on our brand.

Many of the advantages we offer would not be possible without the help of our strategic partners. In pursuit of our mission and mutually shared goals, we are privileged to collaborate with leading Fortune 500 companies like Procter & Gamble, GE and Men’s Wearhouse.

Business structure. The GreenEarth Cleaning system is a patented process, and both our name and logo are trademarked. We protect the ability of our process and marks to assure operational and environmental excellence through a licensing structure and through approved branded safe chemicals. License approvals and renewals are granted to companies who meet selective criteria and strive to deliver our desired standards.

Our locations. Customers enjoy the benefits of GreenEarth Cleaning through more than 6,000 retail service providers in more than 40 countries, including 1,800+ retail dry cleaning locations licensing directly from GreenEarth and 4,600+ locations contracting with licensed wholesalers, including couture cleaning specialists, wedding gown specialists, museum restoration specialists, leather specialists, tuxedo rental stores, hotels and fire restoration services.



“We like the fact that we do not have to deal with the SCAQMD [South Coast Air Quality Management District] since with this kind of cleaning there is no need for permits, no hazardous materials, and disposal is easy.”

**Amin Amersi, Hollyway Cleaners
West Hollywood, CA**

The perks of perc-free dry cleaning.

GreenEarth’s environmental profile doesn’t just solve the problem of petroleum-based solvents, it creates opportunities. Lots of them. With licensed GreenEarth dry cleaners, shopping centers can:

Attract frequent, upscale customers. Every dry cleaning transaction means two trips. Two visits by the right kind of customers, week in and week out. With higher incomes and more discretionary dollars to spend. There is no better traffic builder.


Expand retail offerings with a service that enjoys steady demand. Whether it’s winter, summer, spring or fall, dry cleaning services are always in demand. And, unlike many retail and service businesses, dry cleaning is less vulnerable to discretionary belt tightening. Not only is GreenEarth Cleaning increasingly the preferred choice for customers, GreenEarth is working with garment manufacturers around the world who are interested in specifically recommending the GreenEarth Cleaning process on their care label instructions.



Make a high quality “green” statement. Environmentally conscious living is not just a fad, it’s here to stay. Environmentally relevant businesses have the competitive edge. GreenEarth Affiliated cleaners stand out with storefronts that aren’t “just another dry cleaner”.

Partner for the long haul. Dry cleaning is capital intensive, non-cyclical and not vulnerable to fads. A successful dry cleaner can stay in business for generations.

Dry cleaners licensed to use the GreenEarth Cleaning system have a built-in competitive edge, both environmentally and operationally, for they offer the only dry cleaning system that is proven to provide maximized sustainability.



The best thing to happen to dry cleaning since dry cleaning.

The dry cleaning industry got its start in 1855 when Jean Baptiste Jolly, a french dye-works owner, discovered the cleaning power of kerosene after his maid accidentally spilled it on his tablecloth and all the stains disappeared. During the next 150 years, the most important innovation in dry cleaning was the replacment of gasoline-based solvents with chlorinated petroleum-based solvents during the 1940's and 1950's as a solution to the problem of flammability. Dry cleaners used and disposed of perchloroethylene and other petroleum-based solvents without concern until the 1970's and 1980's, when the serious environmental and health risks of petroleum-based solvents first came to light. Regulatory and industry safeguards were introduced, but it was too late. Contamination from unsafe practices had already taken place, costing dry cleaners and property owners a great deal of money.

Over the past 30 years, dozens of alternative dry cleaning solvents were introduced in an attempt to address the health and contamination risks of traditional dry cleaning. Most failed and are no longer on the market. Hydrocarbon solvents and hydrocarbon based solvent blends represent a safer alternative to perc, but like perc, they remain volatile organic compounds (VOCs), and must be treated as hazardous chemicals. If leakage into the soil or groundwater were to occur, expensive clean up would likely be required. CO₂ cleaning and professional wet cleaning are excellent alternatives environmentally, but equipment and labor costs are prohibitive and less than one-half of one percent of dry cleaners operate with them. Only one solution to the problem of petroleum-based solvents has proven viable over the long-term. The GreenEarth Cleaning system.

GreenEarth Cleaning got its start in 1999 when a scientist working on a new cosmetic formulation discovered the gentle cleaning ability of silicone after stirring it with his finger and all the fats and dirt

“(GreenEarth) as an alternative dry cleaning solvent will not pose adverse health risks to the public...CARB sees no need to regulate its use.”

California Air Resources Board, 2008

“D₅ silicone is not considered harmful to human health.”

**Environment Canada
Board of Review, 2012**

were removed from his skin without it drying out. He wondered if it could do the same for clothes. His discovery led to the formation of GreenEarth Cleaning, a company created and run by former dry cleaners who saw the potential for silicone-based dry cleaning to meet the needs of dry cleaners, their customers and the planet we all share.

“The environmental safety of the GreenEarth process allowed us to secure a long-term lease with Tide Dry Cleaners in one of our shopping centers. This store is the first and only dry cleaning plant permitted in the city of Prairie Village, Kansas.”

Owen Buckley, President
Lane 4 Property Group



Doing business without doing harm.

Doing business without doing harm is the founding principal of the GreenEarth Cleaning company. GreenEarth’s maximized sustainability goal is to provide the best possible fabric care with the absolute lowest overall environmental impact. We focus on all facets of the professional textile cleaning process in order to help our Affiliates:

1. Eliminate hazardous materials from textile cleaning.
2. Clean textiles using the least amount of energy and water.
3. Institute standards for sustainable fabric care.

Criteria #1: Eliminate hazardous materials & landfill refuse

The GreenEarth Cleaning system is designed to ensure that no hazardous chemicals enter the waste stream - this includes GreenEarth Cleaning solvent as well as all GreenEarth branded dry cleaning detergents, chemicals and additives used during the cleaning process.

Safe for the planet. Liquid silicone is environmentally safe. If it were to be released to the environment, because of its unique chemical and physical properties, GreenEarth D₅ silicone would rapidly and safely degrade into its three natural components of sand (SiO₂), water and carbon dioxide through indirect photolysis. This is true regardless of where it was deposited into the environment (e.g. air, soil or water) due to its relatively high vapor pressure and volatility, which causes it to migrate mainly into the air. Because the same silicone used in GreenEarth is used as a carrier ingredient in a wide range of personal care products we use everyday, a great deal of the material enters wastewater treatment plants on a daily basis (and has for several decades) from showers and bathtubs. Again, it safely degrades into SiO₂, CO₂ and H₂O.

It is this fundamental property of pure D5 silicone that attracted the attention of GreenEarth initially. Because an accidental spill of silicone is not like an accidental spill of any other dry cleaning solvent — it doesn’t result in any contamination and therefore, does not require any environmental clean up. Before introducing its process, GreenEarth Cleaning confirmed the safety of silicone in GreenEarth’s patented dry cleaning application with a year-long test in 25 operating plants across the U.S. Independent lab tests of 26,000 waste stream test samples confirm that GreenEarth Cleaning is safe for the environment.

To ensure the waste stream safety of the GreenEarth Cleaning system, GreenEarth tightly controls the detergents, additives and spotting agents approved for use with GreenEarth silicone. GreenEarth branded products must meet strict non-hazardous criteria.

Safe for people. GreenEarth's pure liquid silicone is both non-allergenic and non-irritating; it is so safe you could rub it on your skin. In fact, you probably already do. That's because it is also used as a base ingredient in underarm deodorants, shampoos, conditioners, skin lotions and other personal care we use everyday. Further, the GreenEarth Cleaning system is a closed loop application. The silicone is continually recycled within the machine, so the amount of exposure of silicone to the air is extremely minimal. Sampling of the exposure levels in dry cleaning plants shows it to be as low as 0.22 parts per million in the air in an eight hour time-weighted average.

Regulators agree. The U.S. EPA does not require regulation for the use of D₅ silicone. GreenEarth silicone has been recognized by the EPA as an approved substitute for ozone-depleting chemicals under the Significant New Alternatives Policy (SNAP) Program. The SNAP program is an EPA initiative under the stratospheric ozone protection provisions of the Clean Air Act (CAA). The purpose of the program is to allow a safe, smooth transition away from ozone-depleting compounds by identifying substitutes that offer lower overall risks to human health and the environment.



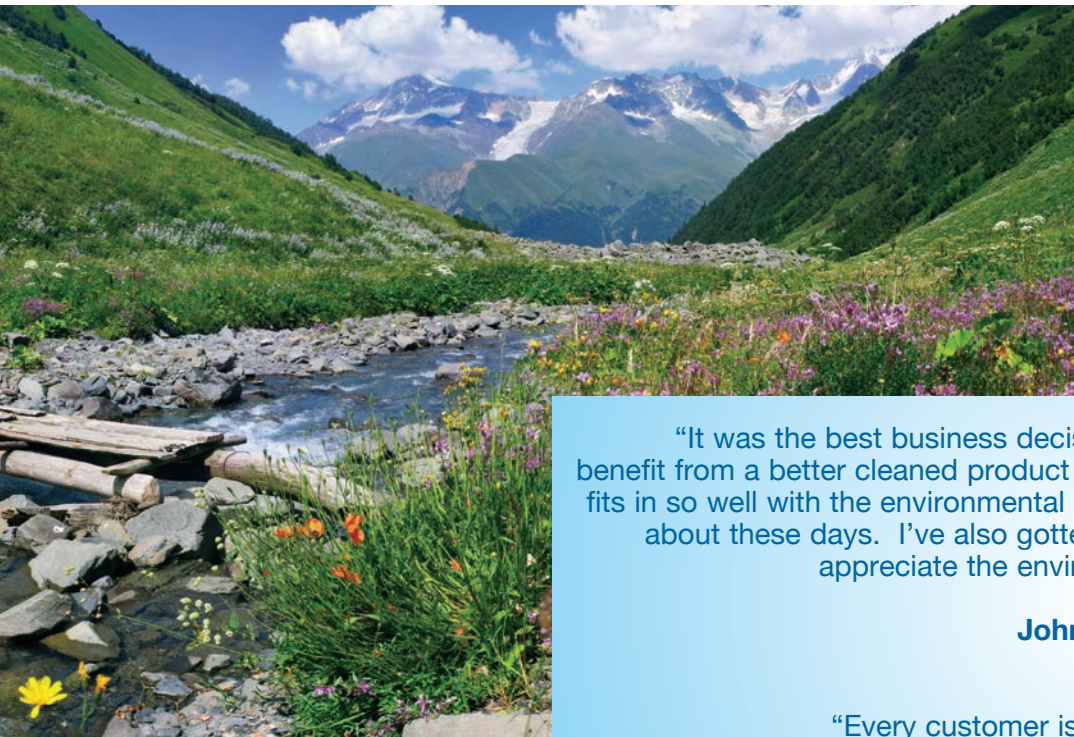
Many state and local regulatory agencies have acknowledged GreenEarth's ability to provide a safe alternative solvent for our industry and for our environment. For example, Region 8 of the U.S. EPA recognized several of our GreenEarth Affiliates in Colorado with an award for "significant achievements in protection of public health or the environment." The Illinois EPA undertook a thorough review of all of the then available data in late 2005 and early 2006 and concluded that the GreenEarth silicone dry cleaning process should be designated as a "green" solvent. The GreenEarth (D₅) Cleaning process joined CO₂ and 100% wet cleaning in this green designation; however, only GreenEarth has enjoyed widespread adoption within the dry cleaning industry.

California, in February 2008, after an exhaustive 18-month review of all the scientific data available, the California Air Resources Board (CARB) issued an assessment to California's Air Quality Districts affirming GreenEarth as an acceptable alternative dry cleaning solvent.

In it, CARB stated “use of D5 (GreenEarth liquid silicone) as an alternative dry cleaning solvent will not pose an adverse health risk to the public living near businesses using D₅. Therefore, at this time CARB sees no need to regulate its use in dry cleaning.” There is probably no state in the nation with environmental standards more rigorous than those adopted in California, and the Air Resources Board—the lead regulatory agency overseeing the transition by dry cleaners to alternative solvents as a consequence of the state’s phased in ban of perc—is no exception.

International regulatory studies also confirm the safety of D₅ silicone for people and the planet. In 2008, Environment Canada published a final assessment on siloxanes that concluded D₅ was not a concern for human health. More recently in 2012, after a 14-month essentially de novo risk assessment taking into account all of the available, relevant, scientific information about siloxane D₅, Environment Canada issued a report from an independent expert Board of Review that concluded D₅ silicone “does not pose a danger to the environment or its biological diversity.” Canada’s assessment is consistent with the report issued by the UK’s Environment Agency in 2009 which stated that “No risks are identified to the air, water, and the terrestrial compartments, nor to humans exposed via the environment from the production and all uses of D₅.”

Criteria #2: Clean using the least amount of energy and water



The GreenEarth Cleaning system can significantly reduce the amount of energy, water and steam required to process clothes. GreenEarth has a patented solvent filtration technology that reduces utility demand for solvent purification by as much as 53%.

“It was the best business decision I ever made. Our customers benefit from a better cleaned product and I feel comfortable because it fits in so well with the environmental philosophy we all feel so strongly about these days. I’ve also gotten feedback from customers who appreciate the environmental aspect of our change.”

**John Winterburn, Portage Cleaners
Portage, MI**

“Every customer is overwhelmed. They think this is the best thing we ever did.”

**Katherine Mask, Art Cleaners
Boulder, CO**

Independent testing of GreenEarth optimized machines compared to similar sized dry cleaning systems show savings of 67% in water consumption, 72% in natural gas consumption, 44% in electricity consumption and 30% greater solvent “mileage”.

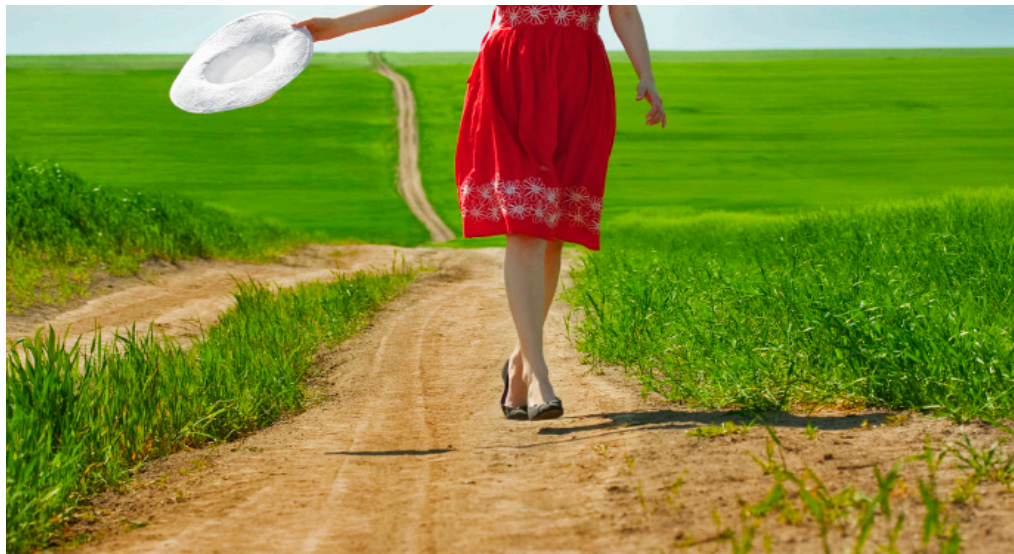
Criteria #3: Set standards for sustainable fabric care

An important reason GreenEarth has been successful in changing dry cleaning for good is because it owns more than 130 issued and pending global patents that cover the dry cleaning of fabric using silicone as the solvent. This patent protection, combined with multiple patents held by our strategic partners, and the associated licensing revenue from the patents has allowed the company to look at the use of silicone holistically, rather than just being chemical salesmen like our competition.

To be truly sustainable, dry cleaning must not only have environmental advantages, it must be able to clean and care for fabrics effectively.

GreenEarth cleans. Tests prove it.

In early 2001, GreenEarth asked the International Fabricare Institute (IFI) to conduct an independent study of the cleaning properties of liquid silicone. After some 14 months of performance testing, the IFI issued the Fellowship Report in September 2002 and concluded that “GreenEarth® Cleaning is a viable alternative for the dry cleaning industry, and while different in some respects, is comparable to



a perc drycleaning process.” The study also affirmed the role of Procter and Gamble in developing detergents optimized for silicone cleaning. Additional testing by the IFI in 2007 on all the alternative solvents, rated GreenEarth as a five star performer, giving it the highest possible ratings for cleaning.

Affiliates approve it. Based upon the results being achieved in over 1,800 licensed machines worldwide, silicone-based dry cleaning is clearly over the hurdle of proving itself effective in cleaning. GreenEarth’s license renewal rate, an objective measure of operator satisfaction, consistently averages over 95%. And, given the additional garments that can be cleaned in GreenEarth (beads, sequins, fur and leather trims, etc. that are not able to be cleaned in perc or hydrocarbon), all GreenEarth Affiliates are cleaning more garments in GreenEarth than they could with any other solvent.

“Thank you for all the information provided. It seems to me that you have done a thorough research and based on your findings and understanding you have determined that the waste generated from your operations is not hazardous waste because it is not listed as hazardous waste and because it does not exhibit any hazardous waste characteristics. Be aware that the determination you have made is exclusive to the chemicals and the process you currently utilize, Tonsil 8120-D FF bleaching clay filtration powder and siloxane D5 dry cleaning fluid in GreenEarth Technology equipment.”

**Hazardous Materials Division,
Department of Environmental Health, County of San Diego**



Our name means a lot.

The dry cleaning industry is made up of many small businesses operating independently, making it hard for customers and property owners to know what to expect from one store to the next. GreenEarth offers a solution. Because GreenEarth Cleaning is much more than the use of silicone in the dry cleaning process. GreenEarth Cleaning is an entire system of care, incorporating a specific silicone fluid solvent, concentrated detergents, additives, spotting agents, machines, fabric programs and know-how, much of it patented, to assure optimal performance. Anywhere in the world, the display of the GreenEarth logo in a dry cleaning shop guarantees commitment to maximized sustainability. GreenEarth achieves this by:

- Establishing desired standards for the best possible care of fabrics, people and the environment. Outcome improvement goals include every facet of garment care: care instructions, cleaning technologies, detergency, performance enhancing methodologies, operating system protocols, processing expertise, packaging, and end-of-life recycling.



- Guaranteeing outcomes through a license-based business model and innovative programs. GreenEarth utilizes selective Affiliate criteria, operator training and certification, standards-based license renewal and quality assurance initiatives.
- Ensuring consumer access to GreenEarth advantages through a worldwide network of Affiliated cleaners, leather specialists and couture service providers.
- Encouraging operational excellence through the sharing of information and expertise throughout the worldwide network of licensed GreenEarth cleaners.

Available alternative systems at-a-glance

	Perc	Intense / GenX	DF2000 / EcoSolve	K-Tex
Chemical Properties	Cholorinated Hydrocarbon	Hydrocarbon + Glycol Ether	Hydrocarbon	Hydrocarbon+ Glycol Ether + "Identifier"
Solvent Chemical Structure	Carbon Organic	Carbon Organic	Carbon Organic	Carbon Organic
Odor	Strong ether-like smell	"Product-specific mild smell"	Slight petroleum smell	Mild Citric
Commercial Introduction	1940s	2015	1993	2016
# Machines U.S.	<15,000	<100	<10,000	<100
Machine System Cost	\$30,000 - \$75,000	\$45,000 - \$95,000	\$45,000 - \$95,000	\$45,000 - \$95,000
IFI Performance Ratings Contamination Health Issues Equipment Cost Operating Cost Variety of Garments Does it clean?	Poor Poor Excellent Average Good Yes	Average Average Good Average Good Yes	Average Average Good Average Good Yes	Average Average Good Average Good Yes
Extensive, openly reported testing	Yes	No	No	No
Physical Properties	Clear liquid	Clear liquid	Clear liquid	Clear liquid
Surface Tension (dynes/cm-2)	32	24 @ 68°F	24 @ 68 °F	24 @68 °F
Solvent KB Value	90	73	27	75
Specific Weight (water = 8.3lbs/gal)	13.6	6.56	6.6	6.7
Flash Point	None	> 147 °F	142-147 °F	> 142 °F
Machine Class	IV	IIIA	IIIA	IIIA
VOC, Hazardous Air Pollutant, Toxic Air Contaminant	Yes	Yes	Yes	Yes
Permits Required	Yes	Yes	Yes	Yes
Claims	(Baseline)	Less than perc	Less than perc	Less than perc
Shrinkage Issues	Some	Some	Some	Some
Color Fastness	Average	Good	Good	Good
Hand of Garment	Average	Average	Good	Average
Pre-sort Necessary	Yes	Yes	Yes	Yes
Problem Garments	Silks, beads, trims, vinyl buttons, leather, cashmere, elastane dyes	Silks, beads, trims, vinyl buttons, leather, cashmere, elastane dyes	Certain beads, trims, vinyl buttons, certain colors, elastane dyes	Silks, beads, trims, vinyl buttons, leather, cashmere, elastane dyes
Finishing	Baseline	Similar to perc	Better than perc	Similar to perc
Cycle Time	35 - 55 minutes	60 - 70 minutes	47 - 65 minutes	60 - 70 minutes
Operational & Technical Support	No	No	No	No
Marketing Support	None	None	None	None
Fees, Royalties, Proprietary Products	Not applicable	Not applicable	Not applicable	Not applicable

¹ Represents modification to IFI assessment by GreenEarth Cleaning, based on input from industry experts informed by in-use experience; K4, Intense, Gen-x, K-tex, & Sensene represent industry reported performance, no IFI ratings exist.

Solvon K4	Sensene	CO2	Wet Cleaning	GreenEarth Cleaning
Formaldehyde Dibutyl Acetal	Modified Alcohol + Hydrocarbons	Carbon dioxide	H2O	Decamethylcyclopentasiloxane
Carbon Organic	Carbon Organic	N/A Organic	N/A Inorganic	Silica Inorganic
Unique scent	Strong "ether like" smell	Odorless	Odorless	Odorless
2010	2016	1993	1994	1999
<200	0	<10	<200 ²	>1000
\$54,000 - \$105,000	\$45,000 - \$95,000	\$125,000+	\$50,000+	\$38,000 - \$95,000
Average ¹ N/A Average ¹ Average ¹ Good ¹ Yes ¹	N/A N/A N/A N/A N/A N/A	Excellent Excellent Poor Poor ¹ Poor ¹ Yes	Excellent Excellent Excellent Average Poor Yes	Excellent Good Good Excellent Excellent Yes
No	No	Yes	Yes	Yes
Clear liquid	Colorless liquid	Colorless gas	Clear liquid	Clear liquid
25.2	Not reported	Not applicable	72.7 @68 °F	17.4
75	161	Not applicable	N/A	<20
6.9	6.96	Not applicable	8.3	7.9
143 °F	149 °F	None	None	170°F
IIIA	IIIA	Pressure Vessel	N/A	IIIA
Yes	Yes	No	No	No
Yes	Yes	Rarely	Rarely	Rarely
Similar to perc	Similar to perc	Similar to perc	Higher than perc	Significantly less than perc
Some	Unkown	Some Acetate/Triacetate	Yes	None
Average	Below Average	Good	Good	Exceptional
Good	Average	Good	Fair	Exceptional
Yes	Yes	Yes	Yes	Limited
Certain trims, beads, vinyl, ornamentation, elastane dyes	Silks, beads, trims, vinyl buttons, leather, cashmere, elastane dyes	Acetates, triacetates, elastic, beads, trims, buttons, elastane dyes	Wool, natural fiber/skin, water soluble dyes, elastane dyes	elastane dyes
Similar to perc	Similar to perc	Significantly higher than perc (cold drying creates wrinkling)	Significantly higher (must be dried 80% and blocked and stretched)	Significantly less than perc; less wrinkling, lint & static, large % can be tunneled
60 - 80 minutes	47 - 65 minutes	35 - 45 minutes	28 minutes (dried 80%)	47-65 minutes
Yes	No	No	No	Yes
Limited	None	None	None	Significant
Proprietary products required (solvent, detergent, stabilizer and spotters)	Not applicable	Not applicable	Not applicable	\$2,500 license fee 1st machine (additional machines \$1,250)

²100% wet cleaning processing.

Selected Environmental Achievement Awards

A-Greener Cleaner, Bend, OR	Oregon DEQ Environmental Leadership
Amy's Green Dry Cleaning, Loveland, CO	Environmental Leadership Award, Bronze Member
Balfurd's Cleaners, State College, PA	PA House of Representatives Environmental Commendation
Bee Tailors & Cleaners, Portland, OR	Oregon DEQ Environmental Leadership
Best Cleaners, Madison, WI	WI Business Friend of the Environment, Pollution Prevention
Best Cleaners, Middletown, CT	GreenCircle Award, CT Dept. of Environmental Protection
Campbell's Cleaners, Corvallis, OR	Oregon DEQ Environmental Leadership
Classic Cleaners, Huntsville, AL	Huntsville Industrial Air Pollution Control Achievement
ClassiCleaners, Alexandria, VA	House of Representatives "Green The Capital" Award
Cleaner By Nature, Los Angeles, CA	NAWBO/Wells Fargo Trailblazer
Coast Street Dry Cleaners, Newport, OR	Oregon DEQ Environmental Leadership
CO Mountain Cleaners, Silverthorne, CO	EPA Region 8 Environmental Achievement
Couturier Cleaners, Los Angeles, CA	Coalition on Environment & Jewish Life of Southern CA
DeLuxe Dry Cleaners, Nova Scotia	Environmental Excellence in Business
Dry Cleaning Station, Winston-Salem, NC	Special Environmental Award
Dry Cleaning Station, Owasso, OK	OK Dept. of Environment Platinum Star Award
ecodrycleaners, Beaverton, OR	Oregon DEQ Environmental Leadership
GreenEarth Cleaners, Castle Rock, CO	Environmental Leadership Award, Bronze Member
GreenEarth Cleaning, Kansas City, MO	Illinois EPA "Green Solvent" Designation
GreenEarth Cleaning Australasia, Australia	Best Specific Environmental Initiative
GreenEarth Cleaning, Kansas City, MO	IFI Technology Trailblazer
Johnson Cleaners, United Kingdom	Best Green Companies Award, Sunday Times
Jones Cleaning Center, Fresno, CA	San Joaquin Valley "Clean Air Now" Business Recognition
Martinizing Dry Cleaning, Commerce City, CO	Environmental Leadership Program Award, Bronze Member
Martinizing Dry Cleaning, Wichita, KS	Small Business Environmental Stewardship Award
Plaza Cleaners, Portland, OR	Oregon DEQ Environmental Leadership
Pristine Green Cleaners, Denver, CO	Environmental Leadership Program Award, Silver Member
Royal Cleaners, Sunnyvale, CA	City of Sunnyvale Environmental Achievement
Ski Town Cleaners, Steamboat Springs, CO	Environmental Leadership Program Award, Bronze Member
Skylark Dry Cleaning, Chanhassen, MN	Environmental Excellence Award
Sunshine Cleaner, Newberg, OR	Oregon DEQ Environmental Leadership
Tip Top Cleaners, Portland, OR	Oregon DEQ Environmental Leadership
Today Cleaners, Bakersfield, CA	San Joaquin Valley "Clean Air Now" Business Recognition
Town & Country Cleaners, Rochester NY	Monroe County Legislature Sustainable Business Award

Updated 6/28/12

Strategic Partners & Endorsed Properties



DRY CLEANERS



GREENEARTH® CLEANING FACT SHEET

WWW.GREENEARTHCLEANING.COM

TOLL FREE 877-926-0895

Composition and Properties

Modified liquid silicone. Clear, odorless liquid. Specific gravity of .95. Chemically inert.

Same base ingredient used in many shampoos and conditioners, skin creams, deodorants and other personal care products.

Flash point: 170°F / Fire point: 190°F / Boiling Point: 410°F

Surface tension: 17.42 dynes/cm at 77°F (25°C)



Safety and Environmental Benefits

Non-toxic (oral, dermal, inhalation), determined by EPA Study protocol.

Non-Irritating to skin, non-sensitizing. No immunosuppressant effects.

Not regulated by EPA, RCRA, CERCLA or California Prop 65.

Non-VOC. Specifically exempted under U.S. EPA regulations - degrades in atmosphere.

Listed by EPA as "SNAP" material, a good substance to use in place of ozone-depleting chemicals.

Affirmed by California Air Resources Board as an acceptable dry cleaning solvent alternative, and based on the available exposure information, the use of D₅ in GreenEarth's patented dry cleaning process will not pose a health risk to the public living near businesses using D₅.



Confirmed by Environment Canada; does not constitute a danger to human life or health (2008) and is not harmful to the environment (2012).

If released to the environment, degrades to sand (SiO₂) and trace amounts of H₂O and CO₂.

Comprehensive independent testing on waste streams and exposure levels. Over 30 million dollars of independent testing and research confirms that GreenEarth's liquid silicone is ecologically friendly and safe to use.

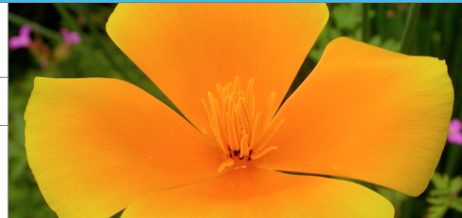
No special permits required; may qualify as alternative technology for special state funding or tax breaks.

Cleaning, Production and Cost Benefits

Great cleaning: whites and colors. Low surface tension for faster penetration and soil removal. No odor. No shrinkage.

Cycle time: 47-65 minutes in dry to dry Class IIIA machine.

Gentle on all fabrics. No special handling for buttons, trims, sequins or other difficult garments. Significantly reduced claims: fewer damaged garments, fewer assembly errors due to less stragglers.



Not aggressive toward dyes. Mix colors and fabrics, minimal load classification. Full loads. Increased productivity and efficiency.

Soft hand. Very little wrinkling or lint. Static-free. Decreased labor costs: less finishing and sorting time required.

Significantly lower disposal costs. Lower utility costs. Excellent solvent mileage, up to 2,000 pounds per gallon reported.

License Costs and Benefits

\$2,500 Annual Affiliation fee per machine. Second machine at same location is \$1,250. GreenEarth Cleaning is a patented process. Any dry cleaner using silicone in their dry cleaning machine must have a license from GreenEarth. License also grants rights to the use of GreenEarth's trademarked name and logo in store marketing.

Operational, technical and marketing support. Wide variety of high quality, customizable marketing materials. 24/7 website store locator.

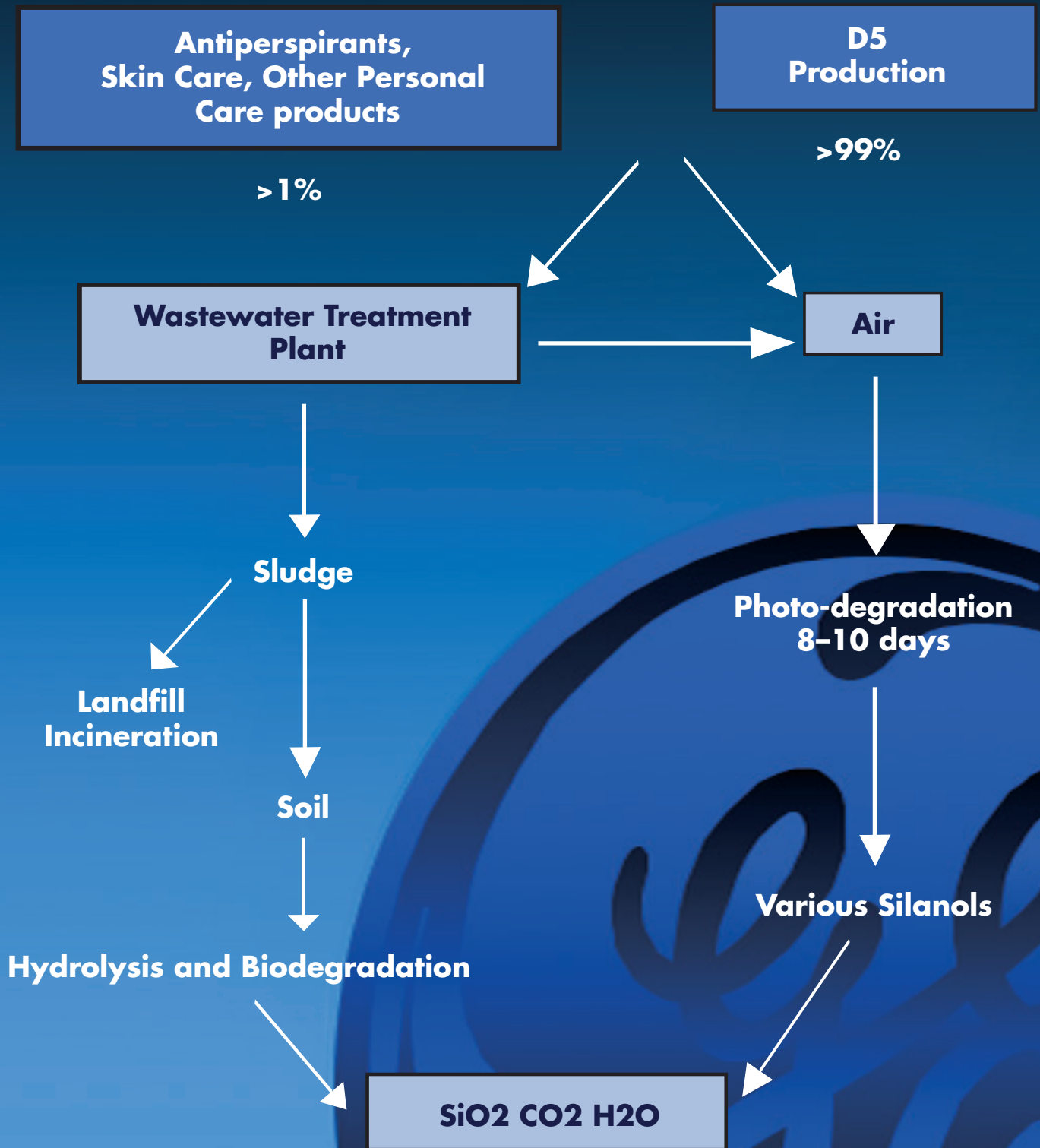
Equipment Required

Runs in Class IIIA machine, with or without distillation. Filtration system can be cartridge, spin disk, all carbon, powder/clay or Kleen-Rite.

Can run in most hydrocarbon machines.

GreenEarth does not sell machines, solvent or detergent. These can be selected from a variety of qualified vendors.

Environmental Fate: D5 Silicone



Note: Silicone is a main ingredient in many personal care products. With dry cleaning, silicone does not go to a water treatment plant, it is recycled within the machine, in a closed loop process.

Executive Summary: Environment Canada Siloxane D₅ Board of Review (2012)

1. The Siloxane D₅ Board of Review (the “Board”) inquired into the nature and extent of the danger posed by decamethylcyclopentasiloxane, or Siloxane D₅, (CAS # 541-02-6; D₅) to the Canadian environment or its biological diversity.

2. Taking into account the intrinsic properties of Siloxane D₅ and all of the available scientific information, the Board concluded that Siloxane D₅ does not pose a danger to the environment.

3. The evidence presented to the Board demonstrated that Siloxane D₅ exceeded the regulatory threshold for persistence. However, Siloxane D₅ did not exceed the thresholds established in the Persistence and Bioaccumulation Regulations (“Regulations”).

4. Siloxane D₅ does not biomagnify through the food chain, although it can be accumulated into organisms from environmental matrices or food. That is, concentrations of Siloxane D₅ do not increase in predators relative to their prey.

5. There is no evidence to demonstrate that Siloxane D₅ is toxic to any organism tested up to the limit of solubility in any environmental matrix. The Board is of the view that Siloxane D₅ will not accumulate to sufficiently great concentrations to cause adverse effects in organisms in air, water, soils or sediments.

6. Furthermore, the Board concluded that, based on the information before it, the projected future uses of Siloxane D₅ will not pose a danger to the environment.

Highlights: Environment Canada D₅ Screening Assessment for human health (2008)

Based on the available information on its potential to cause harm to human health, it is concluded that D₅ is not entering the environment in a quantity or concentration or under conditions that constitute or may constitute a danger in Canada to human life or health.

No international agency has classified D₅ for carcinogenicity, genotoxicity or reproductive/developmental toxicity.

Frequently Asked Questions

What is GreenEarth? GreenEarth is the world's largest brand of environmental dry cleaning. The GreenEarth brand refers to an exclusive dry cleaning process that replaces the petrochemical solvents traditionally used in dry cleaning with 100% pure D5 liquid silicone. Liquid D5 silicone is an odorless, colorless solution that is an excellent carrier for detergents, has ideal properties for fabric care and is better for the environment. The GreenEarth Cleaning system is patented and its name and logo are trademarked (there are no "generic" forms of GreenEarth).

What is maximized sustainability? The measure of the sustainability of a product or service is how effectively it benefits people, the planet and the entity using it. And while a product or service can be beneficial in one or two of these areas, maximized sustainability means it is optimally beneficial in all three of these areas.

How does Maximized Sustainability relate to garment care? Garment care involves people using products and procedures to clean and press clothing and household items. The products include detergents, dry cleaning fluids, additives, and filters. The primary procedures including washing, drying, and pressing.

The GreenEarth branded 100% pure D5 silicone dry cleaning fluid has been scientifically proven to be environmentally non-toxic and is classified as a non-Volatile Organic Compound (non-VOC) by the U.S. Federal EPA. The GreenEarth process procedures for washing, filtering, and drying use the minimum amount of energy possible. And the filtration waste generated during the GreenEarth dry cleaning process is non-hazardous and does not generate additional landfill refuse. Finally, the GreenEarth dry cleaning process is safe for the employees using it and for the customers whose clothing is cleaned with it.

Thus, GreenEarth provides Maximized Sustainability in garment care since it is the safest process for the planet, is the safest process for the people using it, and allows for the dry cleaning organization to optimize its ability to sustain its employees and its business by providing the lowest overall operating costs to use.

Why is it better for the earth? The D5 liquid silicone used in the GreenEarth process is a safe, natural derivative of sand. Liquid silicone degrades into sand (SiO₂) and trace amounts of water and carbon dioxide within days if spilled or disposed of. It is recognized as safe for air, soil and water, is not classified as a volatile organic compound (VOC) by the U.S. EPA, and doesn't contribute to smog formation. The EPA does not regulate silicone's use in dry cleaning or any of its many other applications.

Why is it better for clothes? Cleaning with GreenEarth is different in two important ways. First, silicone has very low surface tension and is light in weight. Surface tension is what causes water to "bead" up on fabric. GreenEarth's low surface tension allows it to more effectively penetrate the fabric fibers and lubricate away the dirt particles. And because it weighs a lot less than perc, silicone cleans and rinses more gently, reducing wear and tear on fabrics. Second, liquid silicone is chemically inert, meaning it does not chemically react with textile fibers or dyes during the cleaning process. This minimizes abrasion to and/or swelling of fabric fibers, eliminates traditional issues with removal of dyes and optical brighteners, helps maintain the soft hand of garments and prevents shrinkage. Result? A wider variety of garments can be safely cleaned with GreenEarth. And, unlike petroleum based solvents, GreenEarth is odorless so it does not leave a chemical smell on clothes.

Its gentle properties make GreenEarth the solution the fashion industry has been looking for. Because delicately embroidered and highly embellished styles are often damaged by washing and/or traditional dry cleaning methods, more and more textile and garment manufacturers are specifically requesting the GreenEarth Cleaning method.

Frequently Asked Questions

Why is it better for people? Traditional dry cleaning leaves a telltale chemical odor on clothes, but clothes cleaned in GreenEarth have absolutely no odor. Clothes are fresh and clean right out of the bag. Most people find petrochemical residue distasteful, but some people with asthma and skin sensitivities find it can make them sick. GreenEarth solution is non-allergenic and non-irritating; it is so safe you could rub it on your skin. In fact, you probably already do. That's because GreenEarth solution is pure liquid silicone, the same base ingredient found in everyday shampoos, conditioners, skin lotions and antiperspirants.

GreenEarth is also beneficial to people who work in or live near dry cleaning stores, because they no longer have to worry about the dangers of exposure to perc (short for perchloroethylene, the petrochemical used by most cleaners). According to the EPA, over-exposure to perc can lead to headaches, dizziness, skin and eye irritation and other health effects, including "probable" risk of cancer. Seniors, young children and pregnant women are especially vulnerable. People who work in or live near a GreenEarth dry cleaning store have absolutely nothing to worry about. GreenEarth's cleaning system is safe to work with, safe to dispose of and safe to breathe. Employees especially love working in an odorless dry cleaning shop.

Why is it better for dry cleaners? The cost of a traditional dry cleaning machine capable of cleaning with GreenEarth is similar to that of a perc machine, so capital equipment costs are not more expensive. Most dry cleaners operating with hydrocarbon solvent can actually convert to GreenEarth without having to buy a new machine. GreenEarth also makes available specially designed dry cleaning machines that take full advantage of GreenEarth's unique characteristics, eliminating costly solvent safety and purification mechanisms necessary with other solvents; this lowers machine costs over all and enables significant reductions in utility consumption -- by as much as 50-70% versus traditional perc cleaning. And, it is easier to operate profitably with GreenEarth. Why? Because items cleaned in GreenEarth require less labor to process and finish. Costs for utilities, damage claims, permitting fees and disposal are also lower. GreenEarth is also a highly marketable green dry cleaning alternative; consumers can see, smell and feel the difference it makes for their clothes.

Why is it better for landlords? When released to the environment, GreenEarth silicone safely degrades into sand (SiO₂) and trace amounts of CO₂ and water. It's non-toxic, non-hazardous rating means no ground contamination liability issues. This enables landlords to allow leases at locations where dry cleaners previously were not allowed. Because dry cleaning involves two separate trips, each a planned destination, landlords benefit from the strong weekly traffic a GreenEarth Affiliate store can bring. And, because GreenEarth Cleaning is the premiere brand of dry cleaning in the U.S., our strong quality image attracts many upscale loyal customers.

How does GreenEarth ensure the success of its Affiliates? The GreenEarth Cleaning system consists of Intellectual Property including patents, trademarks, copyrights, know-how and exclusive branded additives and components. This licensed system ensures the protection of the exclusivity of a solid network of quality operators. GreenEarth Affiliates have access to our worldwide network of successful cleaners who share information, ideas and best practices. They receive free operational and technical support as well as free customer service support and expertise. Of particular value to Affiliates, and the landlords leasing to them, is the free planning and design of a wide range of high quality, customizable store marketing materials and services. GreenEarth makes it easy for stores to market their green difference, build trust and communicate with their customers. Affiliates also have access to top quality direct mail fulfillment services, a website that boosts their quality image and professionalism and a "Find a Store" mapping feature that directs customers to their store 24/7.

How many GreenEarth Affiliates are there? There are more than 1,800 active machine licenses worldwide. Approximately half are in the United States.

How does GreenEarth compare to other alternative dry cleaning methods like CO₂, professional wet cleaning and hydrocarbon? CO₂ and professional wet-cleaning are both recognized as “green” dry cleaning methods; however less than one half of one percent of dry cleaners use them. Also, these alternatives are not cost effective. For example, the cost for CO₂ machines is three times as much as traditional machines and thus are no longer being made. And wetcleaning requires more labor to produce and finish garments; Hydrocarbon solvent has, until recently, been popular with dry cleaners looking for an alternative to perc because it is affordable and it is petroleum-based, so cleaners are familiar with it. While certainly a big improvement over perc, hydrocarbon is classified by the EPA as a VOC and is a contributor to smog formation. Of particular concern to landlords is the likely necessity of a clean-up if spilled. Like perc, hydrocarbon is listed as a neurotoxin and skin and eye irritant for workers. On the plus side, most machines designed to use hydrocarbon solvent are also able to run with GreenEarth solution, so the health and environmental concerns with hydrocarbon can be alleviated with a simple retrofit of the programs and operating parameters in the machine.

How profitable are GreenEarth stores? GreenEarth stores are more successful because they cost less to operate and realize better sales volume. GreenEarth’s gentler process produces garments with a softer fabric “hand” and fewer wrinkles, so finishing and special handling costs go down, as do expenses for claims. Because there is significantly less need to classify loads by color with GreenEarth, fewer loads need to be run, helping productivity go up. Waste hauling costs are significantly lower, and there is no need for environmental insurance. GreenEarth can successfully process more of what comes to the counter, like suede and leather trims, vinyl and beaded garments, bringing more revenue to the bottom line. The big benefit however, is what marketing GreenEarth can do for sales. Affiliates who market the GreenEarth odor-free, eco-friendly difference usually enjoy sustained sales growth; most reports are in the lower double digits, but some Affiliates report sales increases of up to 50%. And because customers can actually see, touch and smell the difference in their clothes, they tend to bring in more things more often. Even better, they recommend it to friends and family. GreenEarth doesn’t just attract customers, it attracts loyal customers.

Do customers really care about eco-friendly dry cleaning? Yes. Consumers today are increasingly concerned about the environment and the business practices of companies with which they do business. Demand for “green” products and services has risen dramatically, in fact, over half of today’s consumers feel that it is “important for companies to not just be profitable, but to be mindful of their impact on the environment and society,” according to a study done by the National Marketing Institute.

I’ve heard that GreenEarth doesn’t clean as well as perc, is that true? No. GreenEarth silicone has different chemical properties than perc, so working with it is somewhat different. When GreenEarth was first introduced, the process was unfamiliar, detergents hadn’t yet been developed to work with it, and cleaning results did vary. With training on how to process garments in GreenEarth, and the advent of second, third and even fourth generation detergents developed with the help of our detergent partners and Procter & Gamble, cleaning results, including removal of water soluble stains, are excellent. An independent evaluation of alternative solvents by the IFI (International Fabricare Institute) in 2007 rated GreenEarth as “excellent” in the categories of cleaning and ability to handle a variety of fabrics and trims.

Frequently Asked Questions

What is the regulatory outlook for dry cleaning and GreenEarth? Perc bans have been enacted in both the U.S. and Europe - with more countries exploring the option every year. Governments are mandating strict controls on alternatives to perc to ensure safety around co-blended solvent options. Indoor air contamination due to V.O.C.'s are now becoming a focus of regulators and landlords. Landlord concern for property contamination is causing most on-premise dry cleaning options to be rejected in favor of "drop off only" store locations.

How is GreenEarth positioned in the industry? Because liquid silicone is so widely used in many industries, it has been widely studied over the years. For example, over \$30 million worth of independent testing and research has been performed to confirm that there are no risks to public safety resulting from its use in all of its many applications, including dry cleaning.

In 2008, after an 18-month review of the scientific data around the health and human safety of GreenEarth's D5 liquid dry cleaning fluid, the California Air Resources Board (CARB) affirmed that GreenEarth is an acceptable dry cleaning alternative solvent and that its use will not pose a risk to the public living near businesses using GreenEarth's dry cleaning process.

In 2009, after its study, the U.K.'s Environmental Agency reported "No risks are identified to the air, water, or the terrestrial compartments, nor to humans exposed via the environment from the production and all uses of siloxane D5."

In 2011, the Canadian Minister of the Environment published the results of an independent scientific test whereby Environment Canada assessed the nature and extent of the potential danger posed by GreenEarth's D5 liquid silicone. The conclusion posted in the Board's formal assessment is that D5 liquid silicone "does not pose a danger to the environment or its biological diversity" now or in its projected future uses.

Based upon these studies and on-going assessments since their publication, GreenEarth is well positioned globally where government agencies in the U.S., Canada, the U.K., and Australia have affirmed the environmental safety of the pure liquid D5 silicone used in the GreenEarth licensed dry cleaning process.

I've heard that GreenEarth causes cancer in humans, is that true? Absolutely not. This rumor dates back to 2004-2005 news coverage around the release of a preliminary report concerning a voluntary two-year bioassay study commissioned by Dow Corning, a manufacturer of siloxane D5. Follow-up research was conducted that determined that contrary to preliminary report, D5 liquid silicone poses no risk to human health; however this research finding did not receive widespread news coverage—nor did subsequent scientific reviews by the Illinois EPA, California's Air Resources Board (CARB), the government of Canada and the UK. Here is what matters:

- The EPA does not recognize D5 liquid silicone as a potential carcinogen, toxic air contaminant, or Volatile Organic Compound.
- The EPA does not regulate the use of D5 liquid silicone in dry cleaning or any other application
- The California Air Resources Board affirmed GreenEarth as an acceptable dry cleaning solvent alternative and based on the available exposure information, the use of pure D5 liquid silicone in GreenEarth's patented dry cleaning process does not pose an adverse health risk to the public living near businesses using the GreenEarth process.
- The Government of Canada conducted a thorough review of all the available D5 data and determined that D5 is not considered to be harmful to human health
- An evaluation by the United Kingdom's UK Environment Agency concluded that D5 is safe for the air, water and soil as well as for humans

- More than 50 different studies on D₅ demonstrate there is not a human health concern
- D₅ can be shipped without any D.O.T. “hazardous materials handling” requirements

What are the facts of the bioassay research? As part of its commitment to the safe use of silicone, Dow Corning commissioned a two year Combined Chronic/Carcinogenicity Study on D5 liquid silicone. The bioassay research tested the effects of chronic inhalation of D5 at various levels of exposure for varying lengths of time, on male and female lab rats. A small, but statistically significant number of rats in the test group, those exposed at the highest possible exposure level for the longest possible time, developed pre-cancerous indicators (not cancer). The rats affected in the study were exposed to the highest achievable vapor concentration of D5, 160 ppm (parts per million), six hours a day continuously for two years. By contrast, people who work in a dry cleaning plant are exposed at the lowest measurable vapor concentration of D5, less than 1 ppm on a time weighted average during an eight-hour workday. In order to better understand the test findings, follow up research was conducted by the Silicones Environmental, Health and Safety Council (SEHSC), the same group that conducted the original test. This research concluded that the effects observed in the original study were rat-specific and concluded that D5 does not pose a health risk to humans. This is because silicone is “read” by the female rat pituitary as dopamine, a naturally occurring chemical that can upset the balance of progesterone and estrogen and in turn lead to uterine tumors. The biological pathway that causes rats to react this way does not exist in humans, so the scientific experts concluded that the risks are rat-specific; there is no risk to human health. This conclusion was supported by a number of scientific experts, including the Society of Toxicologists.

I am seeing a lot of “organic” dry cleaning claims, is GreenEarth organic? No. And that is a good thing. There is nothing green about organic dry cleaning. Organic, as it relates to chemistry, refers to anything with a carbon backbone. Scientifically, gasoline and asphalt are organic. Dry cleaners who market themselves this way are purposefully misleading the consumer.

I have noticed dry cleaners claiming to be biodegradable. Is GreenEarth biodegradable? In describing dry cleaning solvents, the term biodegradable is very similar to “organic” in that it is frequently used in “green washing”. Just because a chemical biodegrades does not mean it biodegrades into non-hazardous substances. The GreenEarth process is a closed loop system, it is continuously recycled within the machine. If it were to be released to the environment, because of its unique chemical and physical properties, it would rapidly and safely degrade into its three natural components of sand (SiO₂), water and carbon dioxide primarily through indirect photolysis. This is true regardless of where it was deposited into the environment (e.g. air, soil or water) due to its relatively great vapor pressure and volatility, which causes it to migrate mainly into the air

What do landlords need to do to convert to GreenEarth? The first step is to notify the tenant that a switch to GreenEarth is necessary as a condition of lease renewal. Once GreenEarth is notified of this, it will begin a dialogue with the tenant - educating them about the benefits of GreenEarth and answering questions, and put them in touch with a local distributor. A signed Letter of Understanding makes the membership application official. GreenEarth will guide them through the transition process and make sure their conversion and/or installation goes smoothly.

Selected GreenEarth Landlord References

Aim Property Management
1500 Standiford Ave. , PO Box 4057
Modesto, CA 95352

Alger LaHood
20233 Mack Ave.
Grosse Pointe Woods, MI 48236

Apricot Tree, LLC
11620 Wilshire Blvd.
Los Angeles, CA 90025

Baxter Properties, LLC
PO Box 241869
Los Angeles, CA

Beaver Creek, Inc.
2750 N. Fairfield Rd.
Bear Creek, OH 45431

Belvedere Hotel Partnership
9882 South Santa Monica
Beverly Hills, CA 90212

Bozzuto Management Company
5523 Ajuga Ct.
Centreville, VA 20120

Business Properties
17631 Fitch
Irvine, CA 92614

BVS Montrose
1720 Post Card Rd.
Fairfield, CT

Capstone Realty LLC
351 W 145th Ave.
Denver, Co 80216

Carbondale Commercial
1117 Village Rd., Ste. A
Carbondale, CO

Casto, Inc.
6843 Regency Dr.
Westerville, OH 43082

CBRE
PO Box 6149
Hicksville, NY 11802-6149

CBRE
5050 Hopyard Rd
Pleasanton, CA 94588

Centro NP LLC
24043 Network Place
Chicago, IL

Citiscap Property Management 3450
1530 Custer Ave.
San Francisco, CA 94124

Comar realty
1313 Dolley Madison Blvd. #105
McLean, VA 22101

Copley Investment
155 Webster St. Ste. O
Hanover, MA 02339

Dana Butcher & Associates
1690 W. Shaw, #220
Fresno, CA

Darren Smith/Tom Smith Mgmt. Co.
6420 W. 95th Street, Ste. 202
Overland Park, KS

David's Bridal
444 E. North Lane
Conshoken, PA 19428

Dimmick Realty
2814 E. 20th St.
Farmington, NM 87402

Donahue Schriber
200 E. Baker St., #100
Costa Mesa, CA

Drew Goldberg
28200 Chagrin Blvd.
Woodmere, OH 44122

Duckett-Wilson Development
11150 Santa Monica Blvd. Ste. 760
Los Angeles, CA

Edens Colonial Crossing LLC
13251 McGregor Blvd. Ste. 111-2
Ft. Myers, FL 33919

Fairway, Inc.
9780 Medlock Bridge Rd.
Duluth, GA 30097

Franklin Farm OP Rappaport Mgt
8405 Greensboro Dr., Ste. 830
McLean, VA 22102-5121

Forsyth Enterprises
904 Morena Ct. Ballwin
St. Louis, MO

Glenwood Hillandale Co, LLC
9525 Birkdale Crossing Dr., Ste. 200
Huntersville, NC

Golden West Prop
17314 Ventura Blvd.
Encino, CA 91316

Hamilton Partners
300 Park Blvd., Ste. 500
Itasca, IL 60143

Hampden Center LLC
9200 East Hampden Ave.
Denver, CO 80231

Hardsdale Village Square LLC
212 East Hartsdale Ave.
Hartsdale, NY 10530

Harvey Capitol
1201 E. Ball Rd. #A
Anaheim, CA 92805

Hayfield SC Beatty Mgt.
1313 Dolley Madison Blvd. #105
McLea, VA 22101

HCL East Highlands Ranch
23456 Hawthorne Blvd., Ste. 120
Torrance, CA

Healdsburg Realty
709 Healdsburg Ave.
Healdsburg, CA

Horst Convoy Properties
5150 Convoy St
San Diego, CA 92111

Jamboree Properties
P.O. Box 50786
Irvine, CA

Jay Birnbaum Company
2850 Clover Street
Pittsford, NY

Jason & Kristina Raltray
14671 Via Azul
San Diego, CA 92127

JLL Management Company
138 W. Carson St.
Carson, CA 90745

Joyce Pallis Properties, Inc.
10900 NE 4th St., Ste. 1550
Bellevue, WA

K & S Co, Inc.
456 W. Harder Rd.
Hayward, CA 94544

Selected GreenEarth Landlord References

Kar Fung Company Ltd.
853 E. Valley Blvd.
San Gabriel, CA

Kawailoa Development
1571 Poipu Rd.
Holoa, HI 96756

Kentland SQ LLC
7501 Wisconsin Ave. Ste. 1500E
Bethesda, MD

Keywest Plaza, LLC
311 W. Murray
Visalia, CA

Khoruy Realty
411 Main St.
Huntington Beach, CA 92648

Kimco Realty
1621-B S. Melrose Dr.
Vista, CA

Krause Management
2201 S. Standard Ave. Ste. A
Irvine, CA 92707

L & L Landlords Inc
3008 Columbia Pike
Arlington, VA 22204

Lagonna Oak Shopping Center
8145 Elk Grove Blvd. Ste. 14
Elk Grove, CA 95758

Langholz Wilson Ellis
1187 Freedom Rd. Ste. 105
Cranberry, PA 16066

Leham Fisher Co.
333 East 17th St.
Costa Mesa, CA 92627

LeRoy Carmon
639 Highway 172
Durango, CO

Lindsay Holding
1935 West Ave. Ste. 101
Miami Beach, FL 33139

Linear Tetail
2 Neptune Rd. #252
East Boston, MA 02128

Lonesome Oaks, LLC
3010 Old Taylor Rd.
Oxford, MS 38655

LPM Retail Partners LP
8809 Lakeview Parkway #128
Rowlett, TX 75088

M & G Properties
10275 Ford Ave.
Richmond Hill, GA 31324

Maate Corp.
2295 Ross Ave.
El Centro, CA 92243

Mansis Bro. Inc.
1 Vine St.
Larchmont, NY

Marilyn Bonnenfant
655 Skyline Blvd.
Reno, NV

Mercado Properties
22224 La Palma Ave. #B
Yorba Linda, CA 92887

Merrick Shopping Center
1988 Merrick Rd.
Merrick, NY 11566

Mignosa Franklin, LTD.
320 Quincy Ave.
Quincy, MA 02169

Muller Company
5901 Priestly Dr.
Carlsbad, CA 92008

Northstar Management
7108 N. Fresno, Ste. 370
Fresno, CA

Novogroder Companies
4837 Oakton St.
Skokie, IL 60077

Oak Realty
10410 N. 35th Ave. #102
Phoenix, AZ 85051

Ocean Beach Associates
716 La Playa St.
San Francisco, CA 94121

Ocho Yuno Investment Co.
11150 Santa Monica Blvd. #760
Los Angeles, CA

Oil Capital Leasing & Management
8908 S. Yale Ave., Ste. 400
Tulsa, OK

Orlando OpCp, Inc. c/o Hyatt Corp.
9801 International Dr.
Orlando, FL 32819

Osage Avenue, LLC
2301 Rice Creek Rd.
Bartlesville, OK

Pacific Broadway Investments
3518 W. Rosecrams Ave.
Hawthorne, CA 90250

Pacific NW Properties
9665 Southwest Allen Blvd.
Beaverton, OR 97005

Pan Cal Corporation
641 South Bernardo Ave.
Sunnyvale, CA 94087

Paragon Management Group
474 2nd St. Pike
Southampton, PA 18966

Pinnacle Properties, LLC
287 Williamson Rd.
Mooresville, NC 28117

Playa Capital Monica Frey
13020 Pacific Promenade, #4
Playa Vista, CA 90094

Portfolio Realty Management, Inc.
4010 Moorpark, Ste. 111
San Jose, CA

Price Management
13143 Stateline Rd.
Kansas City, MO 64145

Production Realiance, LLC.
108 George Court
Cary, NC

Public Storage
1550 Kennedy Causeway
North Bay Village, FL

Publix Corp
3480 Keith Bridge Rd. Unit A1
Cumming, GA 30041

Quality Management Service
2381 W. Stadium Blvd.
Ann Arbor, MI 48103

Ralph Soroni
17896 Rockhearst Rd.
Castro Valley, CA 94546

Selected GreenEarth Landlord References

Ranpac Properties
1115 S. Main Ave.
Fallbrook, CA 92028

Rappaport Mgt
8405 Greensboro Dr., 8th Floor
McLean, VA

Ravensworth Properties LLC
5220 port Royal Rd.
Springfield, VA 22151

Rawson Blum and Leon
25820 Hemingway St.
Stevenson Ranch, CA 91381

Raymond Family Properties
472 North Main
Logan, UT

RBF Development
1202 So Hwy 89-91
Logan, UT 84321

Redondo Investment
821 W. Taft Ave.
Orange, CA 92865

Regency Center
1919 Gallows Rd.
Vienna, VA 22182

Regency Centers
1850 Mt. Diablo Blvd., Ste. 225
Walnut Creek, CA

Regency Center Schnucks
8804 Manchester Ave.
St. Louis, MO 63110

Rochester Auburn Assoc. LLC
3038 Rochester Rd. South
Rochester Hills, MI 48307

Royal Oaks Plaza Inc.
PO Box 6481
Surfside, FL

Salem Highland Realty Trust
84 highland Ave.
Salem, MA 01970

Santona Corner, LLC
6915 Red Road, Ste. 205
Coral Gables, FL

Seabridge
250 Brooks St.
Laguna Beach, CA 92651

Sedman, Eric
28605 Wagon Rd.
Agoura Hills, CA 91301

St. Regis Hotel
PO Box 14029
Scottsdale, AZ 85267

Stephen Investments
2141 Tuolumne St., Ste. A
Fresno, CA

Steuart-Burke Center JBG Rosenfield
1313 Dolley Madison Blvd. #105
McLean, VA 22101

Steve Peterson
2550 S. Tejon St.
Englewood, CO 80110

Stiles Property Management
300 S.E. 2nd St. 8th Floor
Fort Lauderdale, FL

Stoan Enterprises
800 Washington Blvd.
Marina Del Ray, CA 90292

Stoughton Commerce Center LLC
1540 turnpike St.
Stoughton, MA 02072

Sugarland Enterprises, Inc.
PO Box 7279
Sheridan, WY 82801

Sunbelt Management Company
5405 Morehouse Dr.
San Diego, CA

Sunset Management Services, Inc.
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South Holland, IL 60473-2743

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The Godwin Group, LLC
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Ankeny, IA 50023

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Woodcreek Village Shopping Center
4021 Woodcreek Oaks blvd. #188
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125 East Baker Street
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Contact Persons
Mary Downs 303-312-7047
Frank Montarelli 303-312-6780
General Inquiries

800 227-8917

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Colorado Mountain Cleaners receives environmental award from EPA's regional administrator

DENVER – U.S. Environmental Protection Agency Region 8 Administrator Robert E. Roberts today presented Colorado Mountain Cleaners of Silverthorne, Colo. with EPA's Environmental Achievement Award.

Colorado Mountain Cleaners earned the award through its use of the GreenEarth® cleaning process, which is friendly to the environment, rather than the traditional method of dry cleaning using the chemical perchloroethylene, which often has negative effects upon the environment.

Roberts said, "It is a pleasure to recognize the initiative undertaken by Tom Rowland, a Colorado entrepreneur, who, with his partner Don Parks, chose to invest in their company in a way that would be profitable and help protect human health and the environment. Their actions at Colorado Mountain Cleaners have set the standard for others to follow."

Rowland and his partner, the owners of Colorado Mountain Cleaners, decided to open this dry cleaning business in Silverthorne using the GreenEarth Cleaning process. Their efforts apply directly to the Pollution Prevention Act because pollution is prevented with the use of GreenEarth,® instead of perchloroethylene, and their conversion of a machine that normally uses perchloroethylene to GreenEarth helps reduce the use of perchloroethylene.

In 2004 Colorado Mountain Cleaners was awarded a Colorado Environmental Leadership Program silver award from the Colorado Department of Public Health and Environment, "For making decisions that result in significant benefits to the environment and to the citizens of Colorado." In April 2005 Colorado Mountain Cleaners received the Drycleaner of the Year Award – 2005 from the Rocky Mountain Fabricare Association (an affiliate of the International Fabricare Institute) for the states of Colorado, Utah, and Wyoming.

GreenEarth® uses a modified liquid silicone similar to the base ingredients used in underarm deodorant, shaving creams and cosmetics. It degrades to sand, water and carbon dioxide and is listed by EPA as a substitute for ozone-depleting chemicals.

GreenEarth® has no known or expected health issues to the workers who use this product. It requires no special handling or special permits and is non-toxic whether contact is oral, dermal or from inhalation. The byproduct of the cleaning operation is so benign that Colorado Mountain Cleaners is permitted to place the material in containers and take it to a landfill.

Colorado Mountain Cleaners is one of the first companies in Colorado and the only company in the mountain region of Colorado to utilize the GreenEarth® cleaning system.

EPA Region 8 presents awards in four categories to individuals and groups external to the regional office. This award recognizes significant achievements in protection of public health or the environment, or in advancing the Agency's current strategic goals. Among the criteria is an outstanding contribution to environmental protection through a single action, or by an ongoing action over an appreciable period of time.

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ASTM adds silicone to its definition of drycleaning

Silicone has been added as an official recommendation for the cleaning of textile products according to [ASTM D3136](#), Standard Terminology Relating to Care Labeling for Apparel, Textile, Home Furnishing, and Leather Products.

The ruling makes GreenEarth silicone the first new drycleaning solvent specifically referenced for care labeling by ASTM International since fluorocarbon in 1996.

ASTM's new definition of drycleaning is "in the care of textile products, a cleaning process using solvents such as perchloroethylene, a petroleum, or a silicone." This makes silicone a recognized cleaning solvent on a worldwide basis.

The ruling came in June after GreenEarth Cleaning, a voting member of ASTM Committee D13 on Textiles, proposed amendments to the care labeling standards with the goal of improving professional garment care.

"We believe that the inclusion of the silicone option by ASTM will assist garment manufacturers to address the increasing regulation of perc and hydrocarbons in the drycleaning industry," said Tim Maxwell, president of [GreenEarth Cleaning](#). "GreenEarth's silicone process provides an alternative that is gentler for garments and the planet. We believe our alternative is good for everybody."

ASTM Committee D13 on Textiles meets twice a year, in January and June, with approximately 200 members attending three days of technical meetings. The Committee has 561 members and currently has jurisdiction of 364 standards, published in the Annual Book of ASTM Standards, Volumes 7.01 and 7.02.

Formerly known as the American Society for Testing and Materials, ASTM International is one of the world's largest development and delivery systems of standards and related products and services. Some 12,000 ASTM standards are used around the world to improve product quality, enhance safety, facilitate trade, and build consumer confidence.



Dry cleaning conversions: How Kimco is helping dry cleaners replace perc with environmentally safe alternatives

Posted by  Scott Gerber

on April 24, 2012

Many dry cleaners are at a turning point in their businesses, and Kimco is offering some new ways to help them round the corner. Dry cleaners are under increasing pressure to eliminate their use of perchloroethylene. Known as "perc" for short, the chemical has been used by nearly all dry cleaners since the 1930s.

But perc has been classified by the EPA as a "likely human carcinogen" if inhaled or consumed. This draws a direct line to dry cleaners, because vapor emissions and waste from their establishments can contaminate the soil, groundwater, and air, not to mention impact the shop environment for employees and customers. In addition, just this past February, the EPA concluded that perc can cause neurological, kidney, immune, and other health problems in addition to cancer.

It's doubtful any dry cleaner isn't familiar with the major regulations that have come out over the past several years to reduce harmful emissions from dry cleaning operations. Dry cleaners located in residential buildings must stop using perc by 2020, according to national EPA regulations. And the California Air Resources Board is phasing out all perc dry cleaning statewide by 2023.

As a result, many dry cleaners have begun transitioning to non-toxic, environmentally safe cleaning agents and methods. Manufacturers are responding by producing more green dry cleaning technologies. And some landlords have adopted new policies requiring their dry cleaning tenants to eliminate their use of perc and convert their operations to green establishments.

Over the past several years, Kimco has taken some of the most aggressive strides to reduce the use of perc in its shopping centers and the associated environmental, health, and regulatory risks. We've updated our practices and procedures to encourage green dry cleaners to come to our centers and to facilitate the green conversion of existing perc dry cleaners. We have researched the various alternatives and have found several environmentally safe options for dry cleaners.

We wanted to write about our initiatives to make current and prospective Kimco dry cleaning tenants aware of their options. Also, if you're in the dry cleaning or real estate industries, we hope this helps you understand what we're doing as a company to support the various governmental regulations and bring greater safety to communities in which our shopping centers are located.

Kimco's Good Housekeeping Practices

Current Kimco perc dry cleaning tenants that remain in good standing with respect to their lease agreement can continue to use perc and operate their business as they currently do until their lease expires. When their lease expires, if tenants desire to remain in the center, they have the option to either convert their business to one of the approved green technologies, or convert to what is known as a drop-off/pick-up store.

A drop-off location is a store that accepts clothes for dry cleaning, but all the dry cleaning is done off site. This is a popular choice for tenants that have multiple locations. In this case, tenants might have one facility where they dry clean clothes, along with several drop-off locations that feed it.

As far as green technologies go, the options that are generally widely accepted and approved for Kimco's centers are:

1. The GreenEarth Cleaning method. [GreenEarth Cleaning](#) is used by over 1,500 dry cleaners worldwide, and is growing rapidly. The GreenEarth method uses liquid silicone — which is essentially liquefied sand — to carry detergent to garments to remove dirt and oil. Liquid silicone is odorless, colorless, and doesn't react with fabric fibers. This lets it clean without abrasion, so garments stay smooth and don't shrink. When liquid silicone is released into the environment, it breaks down into sand, water, and carbon dioxide. GreenEarth has an affiliate program, so Kimco dry cleaners can either license GreenEarth's technology to use in their business, or open a [Tide Dry Cleaners](#) franchise location. Tide Dry Cleaners is a franchise that uses GreenEarth's technology for all dry cleaning, and is an approved Kimco franchise. More information about GreerEarth and licensing its technology can be found on its website.

2. Wet cleaning. The [wet cleaning](#) process uses computer-controlled washers and dryers, and biodegradable, non-hazardous detergents and conditioners, similar to home laundry products. Wet cleaning is safe for many fabrics that are traditionally dry cleaned, including silks, woolens, linens, suede, and leather. All waste is disposed of through existing drains and can be handled by the local waste water treatment facility. Wet cleaning typically whitens whites very well and is highly effective at removing water-based stains.

3. Liquid carbon dioxide cleaning process. Liquid carbon dioxide has a gas-like consistency and a low surface tension. This lets it function as a very effective solvent when combined with recyclable detergents. Once garments are cleaned through the [liquid carbon dioxide process](#), excess dirt and detergent is distilled from wash fluid. Residue is collected and recycled.

Carbon dioxide gas is removed from the machine using a compressor and the gas is sent back to the storage tank for reuse. Heat is not needed to dry clothes, eliminating the risk of heat-related damage and setting any stains that might not have been removed during the wash cycle. The process also has excellent color fastness.

It is important to note that the hydrocarbon cleaning process using solvents such as [Exxon-Mobil's DF-2000](#) or [Chevron Phillips' EcoSolv](#), which are sometimes perceived as green alternatives, are not truly green. These petroleum-based solvents contain volatile organic compounds, like perc, and are thus treated as hazardous materials. If they leaked into the soil or groundwater, a cleanup might be required. Although better and safer than perc, and less costly to remediate, these solvents pose many of the same risks and problems as perc, so Kimco does not consider hydrocarbon cleaning an acceptable alternative to perc.

Once tenants adopt a green cleaning method, several important business benefits are available to them. Green cleaning creates a competitive differentiation that tenants can use to create a positive narrative about their business and boost their marketing power. This can attract new customers, who are increasingly environmentally conscious.

Kimco is committed to working closely with our dry cleaning tenants so that conversions have as minimal of an impact as possible on their business. Our goal is to help our tenants eliminate environmental, financial, and regulatory risk regarding the use of perc, and improve the safety of the environments in which we operate.

We want our dry cleaning tenants to stay in their locations, and we'd like new tenants to come to Kimco centers that don't already have a dry cleaning business. Our company mission has always been to support neighborhood shopping centers and their tenants — many of which are small, mom-and-pop shops — and dry cleaners are an integral part of that tenant dynamic.

And at the end of the day, we believe dry cleaners are great co-tenants to have in shopping centers. Dry cleaners require two visits — one to drop off clothes and one to pick them up, which helps bring more traffic to the center overall.

Over the years we have signed new leases with tenants employing some of these green technologies, and many more operating as drop-off locations. We have also had great success over the years converting several of our dry cleaning tenants to green cleaning and drop-off locations.

We're planning to interview some of our dry cleaning tenants on our blog about their conversion experience to help you understand what's involved and how to go about handling the process. Look for our first interview in the coming weeks.

If you have any questions about anything you've read here, feel free to leave a comment.



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2011 Archive

Government of Canada Concludes Siloxane D5 is Not Harmful to the Environment

2010 Archive

OTTAWA, Ont. -- February 29, 2012 -- Canada's Environment Minister, the Honourable Peter Kent, today announced that the Government of Canada has decided siloxane D5 is not harmful to the environment.

2009 Archive

"This decision follows a thorough analysis of the Siloxane D5 Board of Review's report, all existing available scientific information, and on-going international regulatory activities," said Minister Kent. "It underlines our commitment to reach fact-based conclusions to protect Canadians' health and the environment."

2008 Archive

Completed Access
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Decamethylcyclopentasiloxane (D5) is an odorless, colourless liquid found in a number of personal care products, including deodorants, antiperspirants, cosmetics, shampoos, and body lotions. It is used in the production of silicone polymers and may also be used as a dry-cleaning solvent and in industrial cleaning.

Proactive Disclosure

Minister Kent received the Siloxane D5 Board of Review's report last fall. The Minister convened the Board of Review in August 2010 with the mandate to consider information in the original Government of Canada 2009 siloxane D5 screening assessment, as well as new scientific information subsequently available. Based on the information before it, the Board concluded that siloxane D5 is not harmful to the environment.

Siloxane D5 is one of the chemicals identified under Canada's Chemicals Management Plan. The Plan takes immediate action to regulate chemicals harmful to human health or the environment and aims to make Canada a world leader in assessing and regulating chemicals used in thousands of industrial and consumer products.

For more information, please contact:

Adam Sweet
Press Secretary
Office of the Minister of the Environment
819-997-1441

Media Relations
Environment Canada
819-934-8008

Environment Canada's Twitter page: <http://twitter.com/environmentca>

Environment Canada's Facebook page: <http://www.facebook.com/environmentcan>

“We took a close look at how perc compares to the newer “green” processes in regards to both cleaning and impact on the environment. We found that while perc is good on greasy stains like oil and lipstick, GreenEarth, a liquid silicone cleaner that’s supposed to degrade to sand, carbon dioxide, and water was the best overall at removing stains. If it does break down as claimed, that’s good news for consumers and the planet.”

Good Housekeeping
July 28, 2011



“I am able to clean more and worry less. I no longer worry about trim, such as beads and sequins, melting or fading. In fact, GreenEarth has allowed us to establish and promote our Premier Gown Cleaning Service, which has boosted sales in a market that has been on the soft side.”

Marty Riley, Master’s Mark Dry Cleaning
Spartanburg, SC

*Improving the fabric of life.*TM

www.greenearthcleaning.com



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Inquiries: Tim Maxwell, President at tmaxwell@greenearthcleaning.com or Toll Free: 877-926-0895

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