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CANADIAN COMPANY HELPS CELEBRITIES CLEAN UP AT 69TH ANNUAL GOLDEN GLOBES AWARDS

Ontario company's eco friendly laundry detergent a big hit with VIP celebrities this year!

(Collingwood, ON) - When Karen Salcedo started her home-based business just a few short years ago, she had no idea her eco friendly laundry detergent would be a big hit at the Golden Globes this year. What started as a way for Karen to earn some "grocery money" at a local farmer's market has snowballed to a point where her growing online business has opened up some unbelievable doors - and they just keep right on opening. This past week Karen and her son, Joshua, were on the receiving end of glowing reviews and words of encouragement from everyone from "Ghost Whisper's" Jennifer Love Hewitt and "The Big Bang Theory's" Mayim Bialik to "Criminal Minds" Thomas Gibson and "Law & Order's" Anthony Anderson.

Earth's Berries Soap Nuts' story began almost four years ago when Salcedo found herself at the end of her rope. She'd long-since removed all unhealthy manufactured cleansers, soaps and detergents from her family's home for very personal reasons. Some years before, she'd been instructed to remove all manufactured cleaners from her household as her son suffered severely with whooping cough and environmental allergies.

"I'd removed every single manufactured cleaning product from my home," Karen explains. "I'd even begun networking with others to make my own cleaning products just to be safe. But I couldn't for the life of me find a decent green product that I was satisfied with to thoroughly clean my laundry. By now my son was a teenager, but I also had a toddler. You can imagine the type of laundry I was dealing with. It wasn't very pretty."

Enter Google. Tired after a long day at work as a real estate agent, and fed up with her not-so-clean laundry, Karen plugged all of the criteria she was looking for in an eco friendly laundry detergent. Within a few short weeks she found herself packing her bags for India.

"I'd found soap nuts," Karen explains. "Thing is, a part of me felt this product was just too good to be true. I'd ordered a bag and I'd tried them and I was really satisfied with the results, but I wanted to do my due diligence before I jumped in with both feet. It was really important for me to know the product was everything I'd been lead to believe that it was. I shared the soap nuts with my friends and family and they tested them and everyone was really pleased and surprised with the results. Clean fragrance free laundry to a point where the soap nuts even cut out must, mildew and dirty diaper smells. I said to myself, 'Forget about selling real estate, you have the potential to start a nice little green company with these little berries.' Still, I wanted to make sure everything was legit. Among other things, absolutely no pesticides, that the workers were happy and their working conditions were safe."



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Soap nuts are an all natural hypoallergenic product that grow on trees in India. The berries are the fruit of the tree and they're grown without any pesticides; bugs don't like the saponin in them so they avoid the trees and the berries (the naturally occurring chemical agent inside the berries that makes them soapy when they're added to water). The berries are harvested, the seeds are removed, then they're packaged for Earth's Berries and shipped to Canada. Even the bags Karen's company packages her product in are environmentally safe; muslin bags that are printed with vegetable dyes so they're 100% biodegradable.

"One bag of Earth's Berries soap nuts removes nine jugs of chemically manufactured liquid laundry detergent that's packaged in unfriendly plastic. A liquid laundry detergent contaminates water and it goes back into our environment whereas Earth's Berries are naturally biodegradable - you can use them as compost in your garden. Take a look at the Great Pacific Garbage Patch," Salcedo continues. "It's about three times the size of Quebec. The majority of that garbage patch is made up of manufactured plastics that at one time or another contained chemical cleaners that were manufactured for use in our homes."

Flash forward to this past year when Karen had the opportunity to sell her company's Earth's Berries Soap Nuts on The Shopping Channel in Canada. Interest snowballed and it wasn't very long before Salcedo headed for New York. "I attended a green symposium in New York City last March and connected with others selling eco friendly products. One thing lead to another and business started booming. Alicia Silverstone's The Kind Life blog started writing about Earth's Berries Soap Nuts. American broadcasters started running news stories about my little soap nuts. The MS Society began recommending my soap nuts because they're a safer product for MS suffers to use - no nasty chemicals, they're all natural and much safer for anyone with nerve issues. Next think I knew it, I found myself driving out to California to meet with a variety of sales agents and distributors. A few weeks before Christmas, I opened up my first Earth's Berries Soap Nuts store here in Collingwood because the shipments became too large to store at my house!"

So, how did Karen find herself at the Golden Globes this past week? "An opportunity comes your way, you go for it," she laughs. "I was invited to include my Earth's Berries Soap Nuts in the VIP celebrity gift bags and I just couldn't say no. My son Joshua and I were invited to set up our booth in the celebrity VIP lounge so nominees and others could come and speak to us about our company and our product. The response was unbelievable! Not only were they excited about our product, many said they couldn't wait to try it."

If you'd like more information about Earth's Berries Soap Nuts' visit to the Golden Globes, Golden Globe photos of the celebrities visiting the Earth's Berries Soap Nuts booth and additional information on their product OR to schedule an interview with Karen Salcedo, please call 705-443-9786 or email Karen Salcedo at karen@earthsberrries.com You may also find out more about Karen Salcedo and her growing Canadian company at <http://www.earthsberrries.com/>