

# The Active Consumer

## “The Real Dish On Detergents”

(NAPSA)—You’ve probably been using the same brand of automatic dishwashing detergent for as long as you can remember. Or maybe, you go for the brand that is on sale this week. Now, there is another factor that may influence which brand you choose:



**There’s an automatic dish detergent that’s better for you, your dishes and the earth.**

Ingredients. Many detergents on the market contain two ingredients that can wreak havoc on your dishes, the environment, and more importantly, your health.

The first is chlorine. “Using detergents that contain chlorine in the dishwasher can seriously pollute the air in your home, based on research at the University of Texas,” says Jeffrey Hollender, president of Seventh Generation, the nation’s leading brand of natural household cleaning products. Chlorine fumes and synthetic fragrances are also known to trigger allergic reactions.

The second ingredient to avoid when purchasing dishwashing detergents is phosphates. Almost all traditional brands of automatic dishwashing detergent contain phosphates, that when combined with hot dishwasher water, can make the glass appear foggy or etched. Also, released into the wastewater, phosphates encourage growth of algae which can harm wildlife in lakes and ponds.

So what’s the solution? Look for an automatic dishwashing detergent that is both chlorine- and phosphate-free. Seventh Generation offers a Free & Clear Auto Dish Powder that is free of chlorine, phosphates and fragrances. It will help keep the air quality in your home safe, and will clean your dishes effectively.

Seventh Generation’s dishwashing products are available at natural product and selected grocery stores nationwide. For more information, visit [www.seventhgeneration.com](http://www.seventhgeneration.com).