



Cot'n Wash, Inc.
2 Logan Square, Suite 1825
Philadelphia, PA 19103

TEL 800. 355. 9274
TEL 215. 567. 3838
FAX 866. 419. 1827

EMAIL info@dropps.com
URL www.dropps.com

Media Contact:
Kendra Boccelli
Boccelli & Co.
O: 978.499.0844
M: 617.645.3205
kboccelli@mac.com

Dropps Introduces Dropps Baby Laundry Pacs

Innovative "Toss and Go" Dissolvable Pacs Reinvent laundry for Mom, Baby and the Planet

PHILADELPHIA – April 14, 2009 –Dropps® - the innovative liquid detergent that makes laundry “laundr-easy” - announced today its newest arrival, Dropps Baby laundry pacs. Designed for babies’ delicate skin, but suitable for the entire family, Dropps Baby is a 6X concentrated, dye-, scent- and enzyme-free formula that comes in tiny pre-measured “toss and go” dissolvable pacs that are perfect for busy moms who want clean bright laundry, but are naturally looking for ways to simplify their laundry routine.

For the first time, liquid laundry detergent formulated especially for babies is available in an easy to use form that takes the challenge out of doing laundry with a baby. Once the pre-measured pac is unleashed in the washer, it’s tough on dirt, yet easy on “onesies” and other clothing. There are no harsh chemicals or drippy detergent jugs to deal with – just toss a Dropps Baby laundry pac into your washing machine and go. Dropps Baby works in all washers and all water temperatures and on all fabrics and colors, leaving the entire family with super-soft, itch-free, really clean clothes.

“We are thrilled to introduce the industry’s first “toss and go” pre-measured dissolvable laundry pac for moms and babies,” said Jonathan Propper, CEO of Dropps. “The last thing moms need to worry about is another heavy drippy jug of laundry detergent. So we put the cleaning power in one convenient pac and by doing so, we make laundry so easy that Mom can even do it without having to put baby down.”

Dropps Baby laundry pacs are also greener for the planet, inside and out. Inside, the plant-based cleaning formula is biodegradable, phosphate-free, chlorine-free, NPE-free and HE machine compatible. Dropps Baby has been approved by the EPA’s Design for the Environment Program, which recognizes formulas with safer chemistry. Outside, the innovative, dissolvable pac and convenient light-weight stand up pouch are much more energy efficient than the traditional plastic jug. In fact, it takes 292 stand-up pouches to equal the height of one laundry detergent jug. And, the perfectly dosed pac means no leftovers or waste.

cleaning



convenience



conservation



Dropps Baby™ can be purchased at select retailers nationwide and online at Amazon.com, CVS.com or www.dropps.com. Dropps Baby is sold in 20-load packages.

About Dropps®

The Dropps brand brings step-change innovation to the laundry category. With Dropps laundry pacs getting clean fresh laundry has never been easier or greener. The “toss and go” dissolvable pacs eliminate the heavy sticky jug from the laundry routine. And because the formula is 6X concentrated, Dropps laundry pacs significantly reduce the traditional laundry detergent footprint by eliminating any unnecessary waste of water, plastic and energy. For more information, please visit www.dropps.com.