

For Immediate Release

Michigan-based pHurity, Inc. Honored with Going Green Award

Green cleaning & personal care products' company recognized as green industry innovator

Franklin, Mich. (February 7, 2011) – Michigan-based pHurity, Inc., www.pHurity.com, was recently honored as a green industry innovator with the Going Green Award, established and presented by *Corp!* magazine. The award was presented to Barbara Kovach, pHurity, Inc. owner and founder, at a special awards breakfast program in January. The company was also featured in the magazine's January/February 2011 issue.

“We are delighted to receive yet another honor for being a good steward of the environment,” said Kovach. pHurity Inc. recently received the first-ever Michigan Green Chemistry Governor's Award for small business that was presented at the 2010 Michigan Green Chemistry Conference in Lansing.

Founded in 2007, pHurity, Inc. is a formulator of plant-based, renewable and biodegradable green cleaning and personal care products that are manufactured in Auburn Hills and sold in more than 75 specialty grocery and health stores throughout Michigan.

Kovach, an intellectual property attorney who founded the company with partner Tim Darwish, enjoys educating consumers about how to recognize products that are really green, safer for their health and safer for the environment.

Before introducing pHurity products to the market, the company submitted its product formulas to NSF International, a not-for-profit organization committed to protecting public health and the environment. NSF International scientists and toxicologists review each ingredient and evaluate product formulations for potential human health and environmental effects. According to Kovach, NSF only recommends products that use chemicals safer for the environment and human health for an EPA/Design for the Environment (DfE) label.

About pHurity, Inc.

pHurity, Inc., headquartered in Franklin, Mich., is a formulator of plant-based, renewable and biodegradable green cleaning products that include natural hand wash and hand soaps, glass and multi-purpose cleaners, and 3X concentrate natural laundry detergents. All products have been evaluated and verified for the Environmental Protection Agency's Design for the Environment Safer Product Labeling program to proudly display the EPA/DfE logo. From formulation to design and manufacturing pHurity takes a proactive approach to pollution prevention and green chemistries. pHurity products are available for purchase through consumer retailers and for commercial use. For more information about pHurity, Inc. including retail distribution, visit www.pHurity.com.