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pHurity, Inc. Receives First Michigan Green Chemistry Governor's Award for Small Business

Michigan-Based Company Formulates and Sells Green Cleaning and Personal Care Products



[pHurity Green Cleaning and Personal Care Products](#)

FRANKLIN, MI--(Marketwire - October 21, 2010) - The first-ever Michigan Green Chemistry Governor's Award for small business has been presented to pHurity, Inc., which is woman-owned and operated by Barbara Kovach of Franklin, Michigan. Kovach accepted the award this week during the second annual 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.

"Our first several months were spent in intensive research and product formulation to ensure that every ingredient was analyzed and verified before we introduced pHurity products to the market in late 2008," said Kovach, an intellectual property attorney who founded the company with partner Tim Darwish.

pHurity 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.

"We congratulate pHurity for receiving the prestigious Michigan Green Chemistry Governor's award," said NSF International Vice President Nancy Culotta. It is an honor to work with environmental leaders such as pHurity to help protect the environment for future generations."

Kovach added, "When we started the company, there was a lot of confusion among consumers about green products and how those differ from products used by prior generations. People didn't understand how their personal health or the environment was being impacted by the accumulation of toxins."

During her award acceptance speech, Kovach thanked the judges' panel, as well as Governor Jennifer Granholm and others, for recognizing pHurity as a new business that has chosen to merge economic opportunities with sustainable products and environmental protection.

In addition to the small business award, Michigan Green Chemistry award categories included academic, student, education and public programs that were required to be Michigan specific and illustrate how their innovation supports Michigan's growth, will be advanced, and benefit Michigan's economy, environment, and health.

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., visit www.pHurity.com.

Media Contacts

Barbara Kovach

CEO

pHurity, Inc.

248-932-0604

[Email Contact](#)

Margaret Blohm

APR

Margaux & Associates, LLC

313-406-3467

[Email Contact](#)

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