



## **Mother Natural Baby Cleaning Products Are Unveiled to the All Natural Consumer Market**

WAYNE, N.J., March 27, 2006 /PRNewswire-FirstCall via COMTEX/ -- Anscott Industries, Inc. ([ASCT](#)) today announced that it has successfully introduced a new brand -- Mother Natural(TM) All Natural Cleaning Products. The Company's consumer team introduced the All Natural cleaning products at the All Natural Products Expo West Convention this March 24th-26th 2006.

Baby cleaning products are the first of three Mother Natural lines of All Natural products, released at the Expo West show. These products position the company to sell consumers through All Natural Supermarkets; such as Whole Foods, Wild Oats supernatural markets and smaller All Natural markets, although no agreements are in place. The products have been developed by the Company for the All Natural consumer, who is extremely loyal and environmentally concerned about the products they use for cleaning. The All Natural consumer travels an average 3+ miles and is willing to pay up to a 21% premium for products that perform and are safe, as stated in the Spins category data. Mother Natural is expected, by the company, to join an All Natural industry that is growing at a rate of 18% annual, with sales of more than \$21 billion dollars.

Mother Natural Baby line of cleaning products includes:

- Baby Laundry Wash
- Baby Fabric Softener and Conditioner
- Baby Stain Remover
- Baby Odor Remover
- Baby All Purpose Cleaner
- Baby Hand Sanitizer

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Mother Natural has been formulated by Anscott's own team of scientists. These scientists are supported by a new Sales and Marketing leader, James Donnelly, Jr. Vice President - Consumer Products Division. He brings with him over 18 years experience as a leader in the consumer beverage industry. Mr. Donnelly states, "There has been a long standing perception in the All Natural consumer's mind that green does not mean clean. Mother Natural products clean great and will put that perception to rest." These unique All Natural cleaning products for the baby have been developed and manufactured with the Company's in house facilities, as apposed to utilizing third party development and co-packers.

Mr. Donnelly continues, "A Mother Natural illustrated character along with her All Natural Laws has been developed as a central theme for the Company's All Natural product line. Mother Natural and the Laws will advise a generation of All Natural users on what products to use and why they are superior to traditional cleaning products." Mother Natural is committed to provide the best All Natural products available today. "We developed Mother Natural's All Natural Laws to help the consumer with their decisions and to educate them on what products and chemicals are safe and what are not", says Mr. Donnelly. The list below is a sample of the All Natural Laws strictly adhered to by the company, further details can be found at: <http://www.MotherNaturalClean.com>

Mother Natural's All Natural Laws mandate that the following materials MUST NOT be used in Mother Natural products:

NO Lye

NO DEA

NO SLS

NO Ammonia

NO Phospates

NO Chlorine Bleach

NO Boron or Borine

NO Perchlorethylene

NO Animal by products

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Jack Belluscio, President of Anscott, believes "Mother Natural Baby products are exactly what Mom is looking for. We have developed a baby cleaning product for every cleaning problem she has." Mr. Belluscio has committed substantial corporate resources to this All Natural vision. Mr. Belluscio states "Not only do we see a great opportunity in the All Natural world but it's just the right thing to do for our environment and children's world."

#### About Anscott:

The company is a manufacturer of products that clean with environmentally acceptable technology. Founded in 1960, the company has been servicing the professional textile care industry with the CALED(R) brand of professional detergents, spot removers, finishing agents, and HyPur(R) brand of filter products. These nationally recognized branded products are sold exclusively through a North American distribution channel with nearly 1,000 sales representatives. These representatives are supported by the company's dedicated technical sales team. The company provides technologically advanced cleaning products that are better, faster and safer than past methods. As a pioneer in its field it has lead the commercialization efforts of aerospace technology that replaces current cleaning methods with a non-toxic, environmentally acceptable method called the DryWash(R) cleaning process. In 1996, Popular Science Magazine awarded the DryWash technology with the "Best of What's New Award" for Environmental Technologies. The company's consumer products division focuses on All Natural cleaning products. This new division is tasked on expanding the company's distribution into the more than 900+ All Natural markets throughout North America.

Statements contained in this press release are not based upon current or historical fact is forward-looking in nature. Such forward-looking statements are subject to risk and uncertainties, which could cause actual results to differ materially from estimated results. Management cautions that all statements as to future results of operations are necessarily subject to risks uncertainties and events that may be beyond the control of Anscott Industries and no assurances can be given that such results will be achieved. Potential risks and uncertainties include, but not limited to, the ability to procure, properly price, retain and successfully complete projects, the availability of personnel, and changes in technology and competition.

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