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Why Simple Green in 1975, and Why, Still, Simple Green Today?

These days so many products are screaming out "I'm green!" They wrap themselves in the flag of this, that, or the other "natural", "organic" or "green" certification. What they don't tell you is that getting these "seals of approval" is as simple as using only the ingredients that are on a certifying group's approved list of ingredients. That is, most of these products are not actually tested to see if they really are safe for health or for the environment!

Of course, you would think that if only "approved" ingredients are used a product should be "O.K.". This isn't always true. The safety of multi-component products, such as cleaning products, depends to some degree on what is in them but even more on how much of each ingredient and the specific combination of ingredients in the product. Too much of a good thing, or in the wrong combination with some other ingredient can lead to unexpected consequences. Only careful evaluation of a product's formula and a solid program of product testing can assure that a product really is as good as it claims!

Simple Green is one of the most, if not *the* most, tested cleaning products on earth. It has been extensively tested for safety to human and animal health and for effects on sea life and other aquatic life. As a result of this testing, Simple Green has been independently evaluated by scientific experts who have concluded that based upon the testing data, Simple Green can appropriately be labeled as "non-toxic", "biodegradable", and "environmentally safe". I should know, I'm one of the experts who has been involved for years with testing and evaluating Simple Green's health and environmental safety. One typically does not find such claims made for other cleaning products because they can't back them up. Simple Green's claims have held up before the Federal Trade Commission, which regulates advertising claims, and are in accordance with Consumer Product Safety Commission and EPA regulations and guidelines for defining these terms. That is a much higher standard than the simple, ingredient-list-only programs some other "green" products tout. Copies of the full scientific reports which summarize the hard evidence supporting Simple Green's claims can be obtained by contacting Sunshine Makers, Inc.

The next time someone says they have a "green" certification, ask the right question: "What's it based on?" If it isn't based on extensive product safety testing like Simple Green's then it isn't worth much. You might ask, also, "Why doesn't Simple Green get one of these "green" seals of approval?" The answer is simple: Simple Green doesn't want to be lumped in with other products under these simplistic systems. They want the data to speak for itself and allow customers to choose between real testing /evaluation or a glossy seal. I think customers will want an assurance of safety backed up by real data.

Simple Green has been tested or evaluated for the following types of health, environmental, and efficacy issues (This is only a partial list of the total testing that has occurred over 35+ years):

- Oral toxicity (essentially non-toxic)
- Dermal toxicity (essentially non-toxic)
- Ocular toxicity (mildly irritating)
- Potential to cause cancer (essentially no risk)
- Potential to damage nervous system (essentially no risk)
- Reproductivity & Fertility (not a toxicant or inhibitor)
- Ames Mutagenicity Test (non-mutagenic)
- LD₅₀ Ranking (between ethanol and glycerin)

And more



- Biodegradability (OECD 302B, ASTM D 2667-70, OECD 302A) (highly and completely biodegradable)
- Toxicity to Fresh Water Fish (practically non-toxic per EPA rating)
- Toxicity to Salt Water Organisms (practically non-toxic per EPA rating)
- Viable bacteria testing (Simple Green does not contain viable bacteria)
- Volatile Organic Compounds (EPA Method 624)
- Volatile Organic Compounds (EPA Method 24)
- Semi-volatile Organics (EPA Method 625)
- TCLP-EPA Method 1311:
 - Volatile Organics (EPA 8260 – pass)
 - Semi-volatile Organics (EPA 8270 – pass)
 - Organochloride Pesticides (EPA 8081 –pass)
 - Chlorinated Herbicides (EPA 8151 – pass)
 - RCRA Metals – pass

And more

Aluminum Cleaning ● Aluminum Cleaning Prior to Brazing ● Anions by EPA 300.0 (Chloride & Fluoride) ● Bacteria: Heterotropic Plate Count (APHA Standard) ● Bioremediation: Effects on Bacteria ● Cleaning & Wax Removal (CID-A-A-39A) ● Cleaning Ability (ASTM G121 & G122) ● Compressed Gas Association Cleaning Efficacy Factor ● Cleaning In Place for Pharmaceutical Use: Total Organic Carbon / UV and Conductivity ● Cleaning Efficacy (FSTM 536-6701) ● Cleaning Painted Surfaces (CSMA CDD-04) ● Conductivity by EPA Method 120.1 ● Deleterious effect on surfaces (FS PD 233-C) ● Firing Residue Removal (MIL-L-G3460D) ● Hyperbaric Chamber Cleaning – CHHI Cleaning Procedures (Naval Sea Command) ● Materials Compatibility (GPU Nuclear & Naval Sea Command) ● Metals Analysis – ICAP Emission Spectrometry ● Navsea O₂ Cleaning ● Optimum Cleaning Temperature Analysis ● Oil Dispersant Testing per EPA National Contingency Plan ● Phenols, PCBs & Chromium Testing ● Precision Cleaning Testing (Research Triangle Institute) ● Soil Removal (FSTM 1747C) ● Specification Analysis (MIL-D-1679E) ● Stress Cracking of Acrylic Plastics (ASTM 484) ● Surface Tension (ASTM D1331-89) ● USDA Certification Testing (A4, A8, B2) ● Vapor Suppressant per AQMD Rule 1166 ● Window Cleaning (CSMA DCC-09) *And more*

Of course, I believe the performance data noted above show that Simple Green is the best but gentlest all purpose cleaner / degreaser on the market. Not only is Simple Green safety-proven, it also works great!

The proceeding information has been authored by Dr. John Todhunter of SRS International Corporation. For more than 20 years, Dr. Todhunter has been a consultant to Sunshine Makers, Inc. in the areas of product safety and toxicology, EPA product registration, and regulatory compliance. He holds the following professional credentials:

*Diplomate, American Board of Toxicology
Diplomate, American Board of Forensic Examiners
Fellow, American Institute of Chemicals
Regulatory Affairs Certified, No. 715*

Dr. Todhunter is former head of the EPA's Office of Prevention, Pesticide and Toxic Substances and has held university faculty and industrial research positions prior to serving in the EPA. Since 1983 Dr. Todhunter has consulted on product safety and testing and designed testing programs satisfactory to regulatory agencies for many companies around the world.