



**FOR IMMEDIATE RELEASE**

**Vaska Launches Botanical Laundry Care Products for Consumers with  
Vaskahome.com**

**Berkeley, CA — August 20, 2009 — Vaska Inc.**, a Berkeley producer of green, botanically-based laundry care products is pleased to announce the launch of its consumer product line, including Herbatergent™, Oxygenbleach, and Spotoff™ stain remover. To introduce these products, Vaska has launched a new consumer Web site, [www.vaskahome.com](http://www.vaskahome.com). The site conveys the passion, imagination, and commitment to green values that are at the heart of the Vaska story and brand.

The site features product information, including ingredients and benefits as well as textile care tips from CEO and former fashion designer Julia Fry, who has drawn upon her extensive knowledge of fabrics in creating the Vaska line. The site links users to online retailer [www.alice.com](http://www.alice.com), where they can purchase all Vaska home products. A list of retail locations where consumers can buy Vaska products will be updated frequently.

Designed by the San Francisco communication design agency Transit Studio ([www.transitstudio.com](http://www.transitstudio.com)), Vaskahome.com has a clean and fresh look and feel that mirrors the company's approach to product design. The Web site clearly articulates the effectiveness of Vaska cleaning formulas, the company's environmentally safe approach, which has been recognized by the U.S. Environmental Protection Agency (EPA's) Design for the Environment (DfE) program, and the authenticity of the Vaska story based on Ms. Fry's history.

For more information contact:

Isaac Cronin  
ICPR  
510-644-9517  
[Isaac@icpr.biz](mailto:Isaac@icpr.biz)