

**PRESS CONTACT:**

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**Product:**

Cleanup raises funds for de-mining organizations to remove landmines and provide survivor assistance.

Cleanup increases people's awareness of the landmine crisis through the soap's design and informative packaging.

Cleanup provides a vehicle for the average person who is normally disconnected from such an issue to easily assist in eradicating the problem without changing one's existing daily routine.

**Package Design:**

The action of opening the package and removing the soap is yet another metaphor of the de-mining process. The packaging is designed to inform the purchaser of the landmine problem and further directs the customer to de-mining activities throughout the world.

**Formulas:**

Our soap formulas for Cleanup contain only natural ingredients. After extensive formulation testing of 5 different recipes, SEN has chosen two formulas for Cleanup. The Coconut Rice bar is solid white and the Rosemary Mint bar is green with a natural dark exfoliate additive.

Rosemary Mint

Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Peppermint Fragrance, Nettle Leaf Powder, Sodium Chloride, Rosemary Leaf, Tetrasodium EDTA

Coconut Rice

Sodium Palmate, Sodium Palm Kernelate, Water, Coconut Fragrance, Shea Butter, Titanium Dioxide, Sodium Chloride, Glycerin, Rich Starch, Tetrasodium EDTA

**Pricing and Availability:** \$8.00 suggested retail. \$2.00 from the \$8.00 price of each bar is donated to The Cambodia Landmine Museum. Cleanup is currently available at [cleanupsoap.com](http://cleanupsoap.com), and will be sold at select retailers nationwide.

For more information, images, or product samples please contact Aimee Majoros at Aimee Majoros Public Relations, 212.229.2934 or [aimee@aimeepr.com](mailto:aimee@aimeepr.com).