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**GreenPlanet Scientific Earns USDA Certified Biobased Product Label**

**Littleton, MA. (September 28, 2012)** — GreenPlanet Scientific has earned the USDA Certified Biobased Product Label for its SoapBerries Laundry Detergent. The USDA Certified Biobased Product Label verifies that the product's amount of renewable biobased ingredients meets or exceeds prescribed USDA standards. Biobased products are goods composed in whole or in significant part of agricultural, forestry, or marine materials.

"This USDA certification validates the environmentally responsible nature and capabilities built into SoapBerries Laundry Detergent," said Dr. Shawn E. Seitz, President of GreenPlanet Scientific. "This now gives consumers an excellent environmentally friendly consideration for all their laundering needs."

All biobased amount claims are verified by independent labs and monitored by the USDA. Consumers may feel secure in the accuracy of the biobased amount and be empowered in making better informed purchasing decisions.

"We are pleased that GreenPlanet Scientific has earned the USDA Certified Biobased Product Label," said Ron Buckhalt, USDA BioPreferred Program Manager. "Biobased products provide opportunities to help add value to renewable commodities, create jobs in rural communities and generate investment income."

The label is estimated to be on certified products and available for consumers by November 1, 2012. The following is an example of the label:



### **About USDA BioPreferred**

The USDA BioPreferred program was created by the Farm Security and Rural Investment Act of 2002 (2002 Farm Bill), and expanded by the Food, Conservation, and Energy Act of 2008 (2008 Farm Bill). The purpose is to increase the purchase and use of biobased products. The United States Department of Agriculture manages the program. Products that meet the USDA BioPreferred program requirements carry a distinctive label for easier identification by the consumer. To learn more about the USDA Certified Biobased Product Label please visit [www.biopreferred.gov](http://www.biopreferred.gov), and follow on Twitter at <http://twitter.com/BioPreferred>.

### **About GreenPlanet Scientific:**

Because GreenPlanet Scientific cares about the environment, they innovate through scientific excellence to harness the power of environmentally responsible resources to make products that work - like SoapBerries Laundry Detergent. They pride themselves in their innovation, excellence in customer service and extensive industry expertise, and stand behind all their products to ensure complete customer satisfaction. They set the standard in the industry that others measure themselves by. Located in Littleton, Massachusetts - their founder, Dr. Shawn E. Seitz, has been developing environmentally sensitive products for the past 27 years.

