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EPA Safer Choice Program Certifies First Ever Household Aerosol Cleaning Line - Breathe™; Lets You Breathe Easy, Clean Deeply™

New Air Powered Technology Eliminating Petrochemicals Heavily Linked to Health Risks, is Safer for People, Pets and Environment; Future of Aerosols

LOS ANGELES, Sept. 25, 2017 (GLOBE NEWSWIRE) -- Consumers no longer need to be concerned about the harmful inhalation effects of aerosol cleaners with the launch of *Breathe*, the first aerosol cleaning line ever certified by the EPA's Safer Choice program. This line is powered by air, with BreatheSafe™ technology, versus traditional aerosols that use hazardous and flammable petrochemical propellants. The Breathe line uses eco-friendly ingredients and does not produce harmful fumes. This is the first and only aerosol cleaning line that has earned the Safer Choice designation from the Environmental Protection Agency (EPA).



A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/28386cf-9fdc-4286-8c2a-69d52f02b510>

The propellant used in traditional aerosol cans is liquefied petroleum gas (LPG), comprised of butane and propane, which are common fuels for everything from engines to portable stoves.

“Many traditional aerosol products are toxic, flammable and carbon foot printing. You shouldn’t have to open up a window just to clean your bathroom,” said Ross Sklar, Chief Executive Officer, Starco Brands. “That’s why we created Breathe, which is nontoxic and powered by air, so it's safer for people, pets and the environment.”

The National Institute for Occupational Safety and Health (NIOSH) associates the following health risks with traditional aerosol LPG propellants:

- Difficulty walking or speaking
- Nausea/light-headedness
- Cardiac Arrhythmia (irregular heartbeat)
- Asphyxia (loss of consciousness)

"While developing this product line, we discovered users of household cleaning products were hesitant to use aerosols for fear of exposing themselves to dangerous toxic fumes," said Sklar. "Think of Breathe as the next generation of aerosols, or 'aerosols 2.0' -- third-

party verified performance with zero inhalation risk -- giving consumers the confidence that cleaning with aerosols is now safe and effective.”

The EPA's Safer Choice program has certified more than 2,000 products manufactured by more than 500 partner companies. For more than 15 years, products that carry the Safer Choice approval have been evaluated by the EPA to ensure they perform and contain nontoxic ingredients that are safer for human health and the environment.

Breathe's product benefits include:

- EPA's Safer Choice Program certified – Only aerosol cleaning line ever to be certified by EPA's Safer Choice Program.
- Efficacy – Industrial strength formulas proven to be as effective as the national brands, as certified by an independent, third party research lab
- Performance – pressure of aerosol spray penetrates deeper into a surface than trigger sprays
- Efficiency – aerosols provide significantly more coverage compared to trigger sprays
- Multi-Category – First multi-category household aerosol cleaning line powered by air with BreatheSafe™ Technology
- Value – Breathe is competitively priced compared to national branded cleaning products

Breathe offers a full line of aerosol household cleaners for stainless steel, furniture, bathrooms, and multi surface cleaning, which are available at retailers nationwide including Wegmans and Amazon. For more information about Breathe products, visit www.breathecleaning.com

About Safer Choice

The Safer Choice label is on hundreds of cleaning and home care products -- for most every indoor and outdoor cleaning task -- all-purpose cleaners, kitchen and bath cleansers, carpet and fabric shampoos, laundry detergents, car and boat care products, deck and siding washes, and many more. The Safer Choice Program has more than 500 partner companies and more than 2,000 products currently qualify to carry the Safer Choice label. Products that carry this label have been carefully evaluated by EPA scientists to ensure they contain ingredients that are safer for human health and the environment. For more information on Safer Choice, visit: <https://www.epa.gov/saferchoice>

About Starco Brands

Starco Brands, born out of The Starco Group is an innovative consumer packaged goods company focused on technological innovation that changes the current landscape. Starco Brands invents cutting edge products that change our behavior. Starco Brands develops products across 10 different categories including: Household Cleaning, Personal Care, Food, Beverage & Spirits, DIY Hardware and Arts & Crafts. For more information about the Breathe product line, please visit www.breathecleaning.com. For more information about Starco Brands, please visit www.starcobrands.com.

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breathe[™]

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