



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Ali Florsheim
Co-Founder and Owner
Rebel Green LLC
1322 W Towne Square Road
Mequon, Wisconsin 53092

Dear Ms. Florsheim:

The U.S. Environmental Protection Agency applauds Rebel Green LLC (“Rebel Green”) for your leadership in developing an environmentally oriented cleaning product. EPA’s Safer Choice Program seeks to promote the use of products with improved environmental and human health characteristics. The product in our partnership – Fruit & Veggie Clean – fully achieves that objective in the consumer sector.

The key purpose of the Safer Choice-Rebel Green partnership is to recognize and encourage the environmentally preferable chemistry of the partnership product. Safer Choice is very enthusiastic about your successful formulation of this product and about our partnership. By eliminating hazardous solvents, environmentally persistent surfactants, and other harmful ingredients, you have demonstrated active environmental stewardship and dedication to continuous improvement.

Customers who use your Safer Choice product will be participants in this important national effort to protect the environment and safeguard human health. We commend Rebel Green for your commitment to improving the environmental profile and performance of your product – and for leading change in the cleaning industry. Safer Choice looks forward to building this partnership and wishes you much success with the partnership product.



Sincerely,

Clive Davies, Chief
Safer Choice Program