



So Fresh And So Green

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Living Naturally Soapnuts support the Love Your Lakes Campaign!

Living Naturally Soapnuts have joined the Love Your Lakes (LYL) campaign which helps raise awareness of how phosphates from fertilizers and detergents are causing excessive growth of blue-green algae in fresh water and causing eutrophication.

Eutrophication is basically an overgrowth of algal blooms which float over the surface of the water and gradually starve the lake of sunlight, which decreases the oxygen supply in the water. The fish are then starved and this affects the surrounding wildlife that would feed on those fish. This is not all, certain types of algae are poisonous to humans that may swim in the lakes they infest and are lethal to animals that drink infested water.

This is happening in Cumbria because too much phosphates from washing machine and dishwashing detergents is ending up in Derwentwater and Bassenthwaite Lake, causing problems for the health of the lakes and the wildlife that lives in and around them. Phosphates are used in detergents to 'soften' water and stop dirt settling back into clothes and dishes in the wash. Phosphates are accumulating in the lakes from lots of different sources, including fertilisers, sewage and detergents.

The LYL campaign are urging people to take a few simple steps that will help protect the lakes by reducing the amount of phosphate getting in to them. These simple steps could also save money. Simply by choosing phosphate free products like soapnuts, limiting the use of lawn fertilizers and filling up dishwashers and washing machines before turning them on will help minimize the effect of phosphates on the lakes.

Living Naturally Soapnuts which are phosphate free are also free of other dangerous toxins that are in most detergents, cleaners and body-care products. Soapnuts are free of sodium lauryl/laureth sulphates, parabens, petroleum, phthalates, artificial fragrances and colours and free of nut oils, gluten, soy and dairy. They are great for anyone who has allergies or suffers from skin problems like eczema or psoriasis. They are 100% organic, hypoallergenic, they are sustainable and biodegradable, they protect colours are a natural softener and can be used at any temperature for laundry from 30-90 degrees Celsius.

Living Naturally Soapnuts are the most natural organic laundry soap, detergent and cleaner available on the planet...and it grows on trees! It simply doesn't get greener than this!

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Notes

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For more information on soapnuts please visit: <http://www.soapnuts.co.uk/index.html>

For more information on the Love Your Lakes campaign visit: <http://www.nurturelakeland.org/love-your-lakes/>