

Startup Challenges P&G Boss: Use Your Own Product

Purggo challenges Proctor & Gamble CEO A.G. Lafley: Use Febreze around your own family and we'll write you a check for \$10,000.

SEATTLE, WASHINGTON, USA, August 21, 2014 /EINPresswire.com/ -- [Purggo](#), a Seattle startup focused on air eco-purifiers, issues a challenge to Proctor & Gamble CEO A.G. Lafley: Use Febreze around your own family and we'll write you a check for \$10,000.

-Controversial history of Febreze-
Febreze (a P&G brand) has a long history of using controversial ingredients in its products. In a recent study conducted by the independent organization Environmental Working Group (EWG), 89 air contaminants were discovered in Febreze air fresheners, although the label only lists five ingredients. Many of these 89 contaminants are responsible for neurotoxicity, cancer, and allergies.

"Despite what Febreze claims, the decision makers at P&G know exactly what goes into the products. They would never expose their own families to the neurotoxins and allergens in Febreze, so why deceive the public and other parents?" - Mark Zhang, Purggo Co-Founder

-Purggo launches on [Kickstarter](#)-

Purggo's recent Kickstarter launch unveiled its German-engineered and patent-pending car air eco-purifier made with 100% bamboo charcoal. The product adsorbs and eliminates odor instead of masking it. Unlike Febreze, all-natural bamboo charcoal is non-toxic, as well as fragrance- and allergen-free, giving consumers peace of mind. The product also works 24/7 passively and lasts more than 365 days.

"After sickening experiences with Febreze, we were inspired to create Purggo to help ourselves and our friends. I'd be happy to send a sample to Mr. Lafley." - Mark Zhang, Purggo Co-Founder



Issuing a challenge to the CEO of P&G.

-Consumers demand toxin-free products-

Purggo comes at a time when consumers' demand for eco-friendly and toxin-free household products is at an all time high. In a 2013 study conducted by UL, American consumers ranked the health impact of products as their number one concern.

Find out more about Purggo at: <http://bit.ly/purggoks>

-About Purggo-

Purggo LLC is a Seattle-based company with the mission to help people breathe healthy and live happy. Purggo specializes in all-natural and toxin-free air eco-purifiers made with bamboo charcoal. Visit <http://purggo.com> for more information.

Press release courtesy of Online PR Media: <http://bit.ly/1pO03Nf>

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