

Vivesan and Vivebloom Products Expand in Local Markets

CLEVELAND, Ohio, March 29, 2013 (SEND2PRESS NEWSWIRE) – Adherents of the “shop local” movement are becoming more discriminating. Cleveland’s consumers are no exception, and they are driving demand for their local retailers to carry Vivesan™ and Vivebloom™ cleaning products. Waterstone Ventures LLP, the makers of the 100 percent carcinogen-free products, announced today that their cleaners will be sold in over 20 local grocery stores. These all-natural cleaners are available in Whole Foods Market (University Heights), Constantino’s, Heinen’s, and Nature’s Bin stores.

All products are carcinogen-free, odor-free, natural, and 99.9 percent plant-based. The Vivesan line includes a streak-free Glass Cleaner, Laundry Soap for cold water, and a low-suds Carpet Cleaner that can be used in extraction machines. The Global Cleaner – intended for use for everything from toys to dirty pots – removes grease, grime, dirt, and buildup.

“Our customers are very aware of what they consume, and that’s why products like Vivesan cleaners are a good fit for our shoppers. They want products that contain ingredients they recognize,” said Michael Bishara, Grocery Team Leader at Whole Foods Market of University Heights, Ohio. “However, shoppers care about effectiveness, too, and that’s what’s appealing about these cleaners. Now, they don’t have to trade potency for safety,” he added. “The short distance these products travel is a plus, because they’re made right here in Cleveland, and that’s a smaller carbon footprint.”



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Other

Vivesan™ formulas are available for Marine, Automotive, and Equine Care applications. The Vivebloom™ Produce Wash, a food-safe surfactant, is a liquid spray that removes undesirable residues, wax, pesticides, and dirt from fruits and vegetables. Custom formulations can also be created for retailers' specific requirements. These proprietary blends are designed to be as effective as traditional cleaners – without toxic chemicals.

All are derived from a proprietary blend of processed extracts of coconut, corn, grains, sugar cane, and tree sap, using ingredients that are produced and grown in the United States. Most Vivesan™ and Vivebloom™ consumer products are sold in quarts, and gallon units for dilution are sold for commercial use. Prices range from between US\$8 for 32oz to \$35 per super-concentrated gallon.

About Vivesan:

Vivesan carcinogen-free cleaners are 100 percent plant-based, highly-effective formulas for commercial, industrial, and consumer use. Vivesan products are distributed by Waterstone Ventures LLP, based in Burton, Ohio. More information: <http://www.Vivesan.com/> .

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