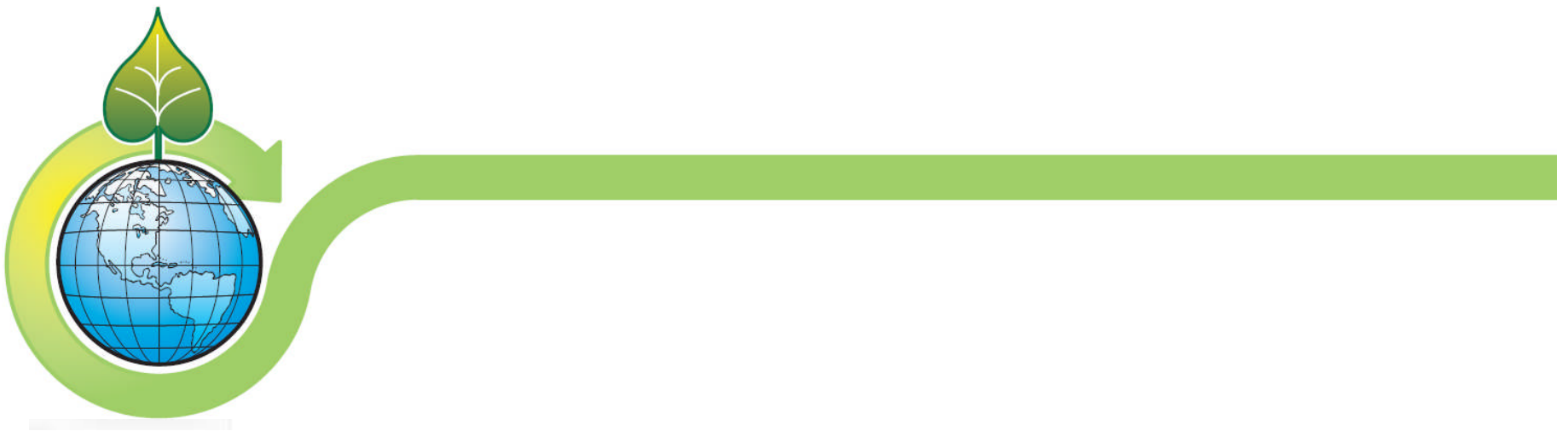


I n n o v a t i v e   R e n e w a l   T e c h n o l o g y

*Introducing . . .*

# Hero™ Biobased Cleaning Products

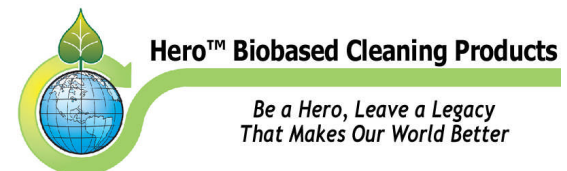


# Pollution Prevention + Plant Power

## No Indoor Air Pollution with Hero



- Indoor air pollution has health and productivity issues that affect us all. Recent studies estimate that inside air pollution is reducing life expectancy by up to 9 years.
- **Hero Biobased Cleaning Products** are safe and create no indoor air pollution.



# Put a Plant in your Cleaning Solution

- House plants provide a valuable weapon in the fight against rising levels of indoor air pollution. These plants are not only decorative, but NASA scientists are finding them to be surprisingly useful in absorbing potentially harmful gases and cleaning the air inside modern buildings.
- Another fantastic use of plant power: safe and non-toxic cleaning with Hero Biobased Cleaning Products.
- Plant-based cleaning does not create indoor air pollution that many cleaning products on the market today do.
- Non-toxic, no air pollution, what an improvement with Hero.



**Hero™ Biobased Cleaning Products**

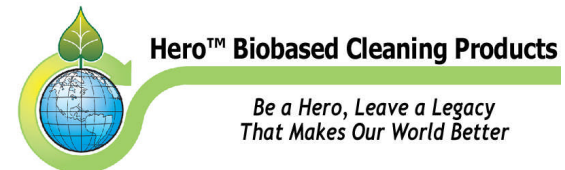
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That Makes Our World Better*

# Another Danger of Indoor Air Pollution: Asthma

- Since the mid-1980s, asthma rates in the United States have risen to the level of an epidemic. The death rate for asthma has increased 57 percent. The annual cost of asthma in the U.S. is estimated to be nearly \$18 billion\*.
- Popular cleaning products and the indoor air pollution they create are contributing to the conditions that are worsening asthma rates.
- Every day in America\*:
  - ✓40,000 people miss school or work due to asthma.
  - ✓30,000 people have an asthma attack.
  - ✓5,000 people visit the emergency room due to asthma.
  - ✓1,000 people are admitted to the hospital due to asthma.
  - ✓11 people die from asthma.
- Hero Biobased Cleaning Products ***do not create any asthma worsening emissions.***



\* Source: <http://www.aafa.org/> The Asthma and Allergy Foundation of America



# What is Biobased?

- Biobased is derived from natural extracts of plant matter. NO petroleum.
- Biobased is sustainable and renewable.
- Biobased does not contain toxic chemicals such as acids, alcohol, ammonia, dyes, added perfumes, phosphates, chlorine bleach or caustic chemicals.
- Biobased has a very low VOC (Volatile Organic Compound) rating and does not cause indoor air pollution.
- Biobased has no ill effects on the well being of people or the environment.
- Hero is 100% Plant-Based. Hero is Biobased.



**Hero™ Biobased Cleaning Products**

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# Hero is Innovative Chemistry

- Plant-based chemistry, or as it is also known as oleochemistry, has the potential to replace petrochemistry for many products.
- The advantages of oleochemistry: safer, renewable, sustainable, domestically produced and NO PETROLEUM.
- One of Hero's active ingredients, Methyl Ester is endorsed by the EPA. The EPA describes "Cleaning with Methyl Esters as Designed for the Environment".
- Hero is an *Upcycled* Oleochemical which adds the significant benefit of material reuse to Hero's value proposition.



**Hero™ Biobased Cleaning Products**

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# Hero *Upcycles* Post-Consumer Vegetable Oil into Biobased Cleaning Products

- Hero is created from post-consumer cooking oil using a socially beneficial process called *Upcycling*.
- Upcycling is a step beyond Recycling, producing a higher value product rather than more of the same product.
- Upcycling is a *Grave-to-Cradle* process. Giving a second life to a vegetable oil which has already been used for cooking.
- Upcycling gives Hero the Lowest Life Cycle Cost of all biobased cleaning products.



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# Upcycling Ups Hero's Green Factor

- The term "Upcycling" was coined by William McDonough and Michael Braungart in a book they wrote on ecologically intelligent design called Cradle to Cradle published in 2002.
- But the origins of upcycling no doubt date all the way back to the caveman when the big thigh bone left over from dinner became a weapon and a hammer.\*
- A key factor in determining whether a product can be considered "Green" is if its own production is green and if it reuses natural materials for maximum resource advantage.
- With Upcycling, Hero Biobased Cleaning Products pass this key "Green" test.



\*<http://reachingformore.typepad.com>



Hero™ Biobased Cleaning Products

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# Hero Helps Reduce Green Cleaning Confusion

To be Green a product must fall under these five categories: **Hero Response**

1. **Products Made with Recycled, Salvaged or Agricultural Waste Content.**  
Products with post-consumer recycled content.

**Yes!**

2. **Products That Conserve Natural Resources**  
Products with exceptional durability and low maintenance.

**Yes!**

3. **Products That Avoid Toxic or Other Emissions**  
Alternatives to ozone-depleting substances and hazardous products.

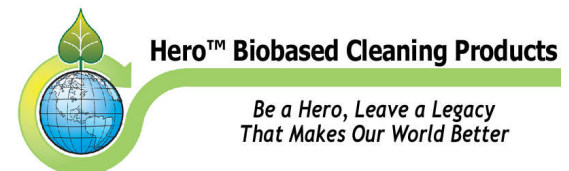
**Yes!**

4. **Products That Save Energy or Water**  
Manufacturing that conserves energy and water.

**Yes!**

5. **Products That Contribute to a Safe, Healthy Built Environment**  
Products that do not release significant pollutants.

**Yes!**



# Hero Helps Reduce Green Cleaning Confusion

- The “Green” labels and certifications are many. Which ones matter? Is one “greener” than another?
- Consider this approach: Examine the ingredients. Hero is made from **PLANT-BASED, NON-TOXIC, NON-POLLUTING** ingredients.
- Hero Biobased Cleaning Products are Methyl Ester based.
- The EPA says: Cleaning with Methyl Esters is naturally “Designed for the Environment”.



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# What is Methyl Ester

- Methyl ester is an alternative to traditional petroleum derived solvents. It is safer and more environmentally friendly.
- Methyl ester can be used as an industrial solvent for many applications such as parts cleaning, painting, and printing. It is even useful for shoreline oil spill clean up.
- When compared to conventional petroleum-based solvents, methyl ester-based cleaners offer many advantages including:
  - ✓ Lower in cost and toxicity
  - ✓ Readily biodegradable
  - ✓ Higher flashpoint and boiling point
  - ✓ Reduce ozone-depleting chemicals (ODCs)
  - ✓ Reduce hazardous air pollutants (HAPs)
  - ✓ Reduce volatile organic compounds (VOCs)
  - ✓ Cleaning power lasts longer
  - ✓ No unpleasant odor or skin irritation



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# The U.S. Government is Mandating Biobased

- Beginning in 2010, Federal Organizations must purchase biobased products when available as specified by an Executive Order.
- "The Federal Government has enormous leverage. It's the largest customer in the country. It can move the market to a great extent and be an enormous leader toward sustainability"

Cliff Majersik, Executive Director, Institute for Market Transformation.

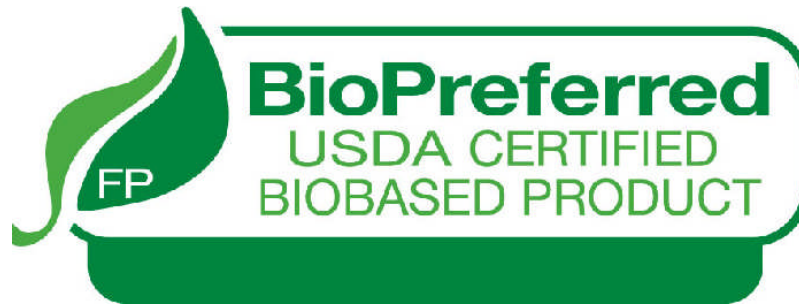
- Hero Biobased Cleaning Products exceed the Federal Government Biobased Requirements.



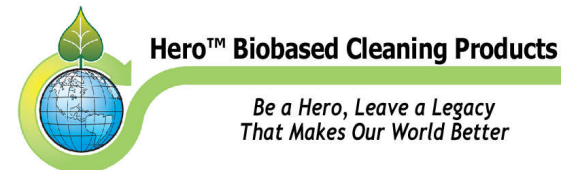
**Hero™ Biobased Cleaning Products**

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# Hero is USDA BioPreferred Certified

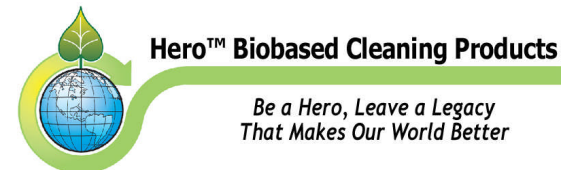


- USDA BioPreferred is the Federal Biobased Standard.
- The USDA BioPreferred Program is creating a Biobased Catalog to guide Government Purchasers. Hero is included in this catalog.
- A USDA BioPreferred Label is coming soon. A label that consumers will trust. A label that Hero will proudly display.
- **Hero Biobased Cleaning Products** *exceeds* the USDA Biocontent Standards.



# The Local Governments are Regulating Towards Biobased

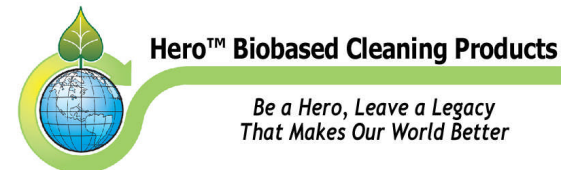
- Many local governments are following the Federal Government's lead and requiring the use of biobased cleaning products.
- During 2009, nineteen states passed regulations that favor environmentally preferable cleaning products.
- Schools, state and municipal buildings, supermarkets, day care centers, public housing, nursing homes, and residential health care facilities require the use of environmentally preferable cleaning products.
- Hero exceeds the cleaning requirements of environmentally preferable cleaning products. Be a environmental and safety leader in your community and move to biobased now, move to Hero Biobased Cleaning Products today!



# Hero is the Right Cleaning Product at the Right Time



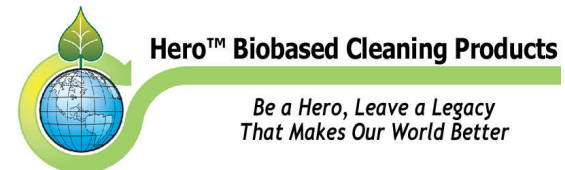
- We must operate with the understanding that we are part of nature, not separate from nature.
- We must maintain an ecological balance and live within the ecological and resource limits of our communities and our planet.
- Cleaning with Hero Biobased Cleaning Products helps achieve these important goals.



# Hero is the Right Cleaning Product at the Right Time



- We must support a sustainable society which utilizes resources in such a way that future generations will benefit and not suffer from the practices of our generation.
- We must practice agriculture which replenishes the soil; move to an energy efficient economy; and live in ways that respect the integrity of natural systems.
- Cleaning with Hero Biobased Cleaning Products helps achieve these important goals.



# Which Would You Want to Live Next Door to?

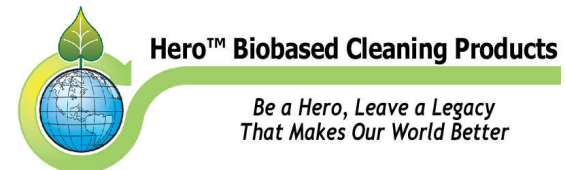


Petrochemical Refinery



Bio-Refinery

- We pickup and transport used cooking oil to our state-of-the-art Biobased Production Facility (or Bio-Refinery) where we produce the Bio-Solvents & Bio-Cleaners that make Hero Biobased Cleaning Products.
- Upcycling old into new. Making a market for used cooking oil.
- Our Hero Facility conserves water and energy making every step of the process, a positive environmental step.
- We will be the better neighbor!



# Hero Biobased Cleaning Products

Products are available for the following cleaning categories:



Janitorial



Manufacturing



Metal Working



Printing



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# Hero Biobased Cleaning Products

Products include:

- Neutral All-Surface Cleaner
- MultiPurpose Cleaner
- Concrete Cleaner
- Carpet Cleaner
- Parts Washer Cleaner Degreaser
- Heavy-Duty Lubricating Degreaser
- Food Service/Kitchen Cleaner
- Blanket and Roller Wash

