

# Earth-friendly shine

*Eco Touch car wash waterless and nontoxic*



## Top Photo

James Dudra of Portsmouth, who operates an Eco Touch franchise from his home on Sparhawk Street, uses the ecologically friendly product on his car.

April 24, 2007 6:00 AM

PORTSMOUTH — Car washing in the United States now has an environmental twist. Eco Touch, a biodegradable auto cleanser allows the user to kick the bucket and retire the hose.

The company's 25-year-old founder, James Dudra, intends to show Americans what Australians already know: There's a nontoxic, biodegradable and waterless way to a sparkling exterior finish.

"Imagine conserving 80 gallons of water while getting a shiny car and avoiding the risks of a petroleum-based product," said Dudra.

The user simply sprays the nontoxic, water-based formula onto the vehicle panel, letting the natural ingredients loosen and encapsulate dirt particles. A soft microfiber towel lifts the dirt while a second towel buffs the formula to a deep luster.

"Eco Touch is perfect for people who face water restrictions, don't have a water hookup, or would like to clean their cars and preserve and protect our natural resources," said Dudra.

According to the International Car Wash Association, a traditional

driveway wash uses an average of 80 to 140 gallons of water. The detergents and contaminants contained in the water runoff adversely affect both human and aquatic life.

Eco Touch's waterless wash blends a water-base with plant-derived soaps and surfactants to create a more gentle alternative. It is most effective on lightly to moderately dirty cars.

While this method of cleaning might sound unconventional to Americans, it has been embraced in countries such as Australia and South Africa, where water conservation is practiced. For Dudra, who lived in Australia for a semester and ran his own car-cleaning business in the United States during summer college breaks, Eco Touch unites his life experience with his concern for the environment.