

# What's the Perfect Finishing Touch for a Fuel Efficient Car?

## Eco Touch

By Staff Writer

How do you make a fuel efficient car even more Green? James Dudra would answer, "Waterless carwash." Eco Touch waterless carwash was launched by Dudra, a 25-year old entrepreneur from Portsmouth, NH, in March of this year, but the history behind the product is far more extensive. And the product is more than just waterless, it's also non-toxic and biodegradable, yet still provides a sparkling finish that any car lover would take pride in.

For Dudra, it all started back in college while spending a semester abroad in drought-stricken Sydney, Australia. James learned how cars are cleaned 'down-under', without using water. With the U.S. facing pending water restrictions of their own, he decided it was time to make people everywhere aware of this easy and eco-friendly way to care for their vehicles.

James set to work and created his own waterless car wash formula, and enlisted the help of friend Anne Ruoizzi, who happened to be in transition between jobs. Together, they began working day and night getting the word out on Eco Touch's Waterless Car Wash + Polish. "Eco Touch brings consumers a new method of car cleaning that's not only green but also effective," states Dudra. "Imagine conserving 80 gallons of water while getting a shiny car and avoiding the risks of a petroleum-based product." When Eco Touch introduced the Mid-Atlantic region to waterless car washing at the October, 2007 Green Festival in Washington, D.C., its two young founders discovered a market starved for a water-saving alternative to traditional car washing. In fact, they sold out of their revolutionary product midway through their first day.

Eco Touch features an all natural water-based formula with high concentrations of organic soaps and plant-

based surfactants which break down surface grime. Its naturally derived polymers leave a protective layer that acts similar to a carnauba wax and gives that new-car shine. The application is simple: spray on, wipe off. No water required.

"The real challenge is changing people's mindset" said Eco Touch Co-Founder and Director of Sales Anne Ruoizzi. "From the first Ford ever driven, water was essential to cleaning a car. Once people see the Eco Touch results, it opens their eyes to a whole new experience. Eco Touch is more than just a great option to saving our natural resources, it's an innovative way to clean and protect a car's finish with outstanding results. We stake our reputation on it."

Of course, even environmentally conscious consumers who chose to buy hybrid and other fuel efficient vehicles may not realize the environmental impact of washing their car with typical cleaning products. According to the International Car Wash Association, the average driveway carwash uses 80-140 gallons of water. The chemical-infested runoff water seeps into the ground and infiltrates water sources, adversely affecting both human and aquatic life. In contrast, Eco Touch's waterless wash blends a water-base with plant-derived soaps and surfactants to create a completely organic formula.

By August 2007, Eco Touch had already been featured in many prominent media outlets such as National Geographic, [www.Treehugger.com](http://www.Treehugger.com), Green Car Magazine, and LA Car. Word of this small company spread quickly and Eco Touch began adding key retailers all over the country.

