



‘FOR IMMEDIATE RELEASE’

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## **Revolutionary biotechnological cleaning solutions promise to eliminate health and environmental risks**

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Creators of unique technology on the island to reveal the science behind NU powerful degreasers

**Barbados – March 31<sup>st</sup> 2008**

**On Wednesday April 2<sup>nd</sup> at Turtle Beach Resort, well known local businessman and president of NU Barbados Mr. Stanley Macdonald will proudly introduce Canadian microbiologists Daniel Couillard and Steve Teasdale cofounders of Innu-Science Canada inc. major partner of NU (Barbados) Inc. to an interested audience including the newly appointed Minister of Family, Youth Affairs, Sport and the Environment The Hon. Dr. Esther Byer-Suckoo.**

**Scientists Couillard and Teasdale have made it Innu-science’s mission to be at the forefront of cutting edge biotechnology in regards to bio cleaning solutions and odour control. Since its inception in 1993, strong emphasis on R&D has allowed the company to dominate the ever growing green cleaning market from a stand point of product effectiveness, safety for health and the environment, as well as cost efficiency.**

**“Steve and myself as well as our employees and partners continue to be strongly driven by the need for an alternative to the traditional harsh cleaning chemicals that are now proven to be so detrimental to both health and the environment,” states Daniel Couillard. “The transformation of the traditional chemical cleaning economy to the green cleaning economy is not a question of if, but rather when.” continues Mr. Couillard “And if we were to ask our children, they would probably answer sooner than later.”**

**The uniqueness of the Innu-science technology resides in the methods by which biotechnological ingredients are used to replace harsh and harmful chemicals commonly used in cleaning products. These “bio-ingredients” used in Innu-Science product formulations are either bacterial cultures and/or fermentation extracts.**



**Steve Teasdale who heads a team of over 20 researchers explains that these unique ingredients bring a new dimension to cleaning. “They bring performance without compromising people’s health and safeguard the environment.”**

**This biotechnology translates in various product applications:**

- **NU automated systems which dispense products to degrease kitchen hoods, significantly reduce fats, oils and grease in grease traps, kill odours in garbage rooms and compactors, or biodegrade matter in septic tanks.**
- **All purpose and specialized cleaners and degreasers for the commercial market.**
- **A line of green household cleaners for the consumer retail market available soon via eco friendly dispensing centres.**

**Innu-science is committed to positioning Nu Barbados as a hub to market this revolutionary line of biotechnological cleaning products across the Caribbean. Trinidad and Tobago is already marketing the products through our experienced partner Indar Maharaj, and plans are in the making for other territories.**

**“Barbados was a natural choice” claims Daniel Couillard. “The principals who head our Caribbean operation, Michael Gallagher and Isabelle Gagné already had ties on the island and quickly sold us on the many advantages for setting up Caribbean headquarters here.”**

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**If you would like more information about this topic, or to schedule an interview with Daniel Couillard and/or Steve Teasdale, please call Jerry Ishmael at (246) 228 9802 or e mail Jerry at [jerry@premierevents.com.bb](mailto:jerry@premierevents.com.bb)**