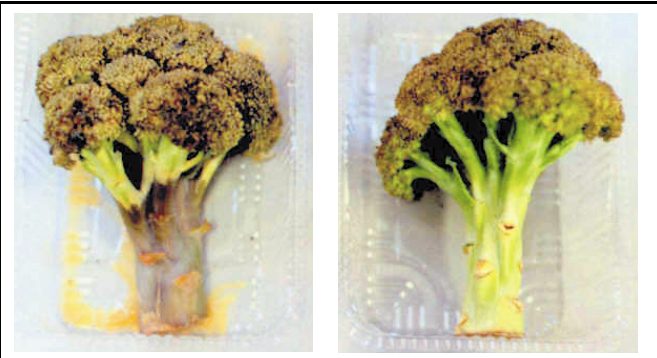


# AMAZING TEST RESULTS!

See how the **EGG** prolongs the storage life of produce!

Without the **EGG**

With the **EGG**



Results achieved from unrefrigerated aging over 5 to 26 days. Photographs courtesy of San Ai Corporation, Tokyo, Japan.



-  Absorbs ethylene gas emitted by fruits and vegetables
-  Keeps your produce fresher longer
-  100% Safe and easy to use
-  You save money by throwing away less
-  Used by the produce industry
-  Place the **EGG** in the storage bin of your refrigerator
-  Lasts up to 3 months — reduces waste and cleanup



**PLEASE RECYCLE!**



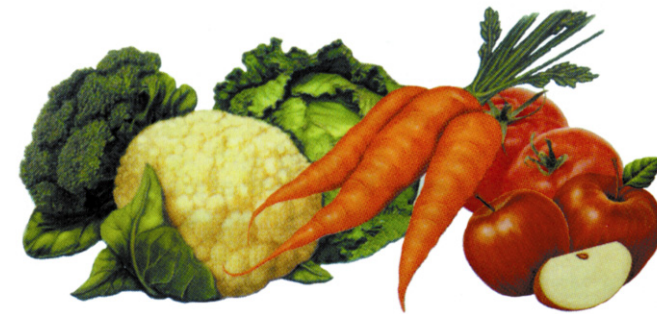
**EGG** shell is made in Taiwan of recyclable food grade polystyrene. Clamshell package is made of PET and is recyclable.

Manufactured by East Wind Distribution  
P.O. Box 1450, Evanston, Wyoming 82930

Questions? Comments?  
**1-800-733-6605**  
[www.4theegg.com](http://www.4theegg.com)

Keep your fresh  
vegetables & fruits

# FRESHER



# LONGER!

Placed in the storage bin  
of your refrigerator, the



is **100% Safe,**  
**Easy To Use** and  
**Saves You Money!**

# THE AVERAGE FAMILY THROWS AWAY HUNDREDS OF DOLLARS A YEAR IN WASTED PRODUCE!

## Did you know...

That ripening produce naturally releases ethylene gas into the air? While harmless to us, this gas accelerates the ripening of many fruits and vegetables and, if left in the storage bin, will cause produce to quickly rot.

## For many years...

The produce industry has known that, by controlling the presence of ethylene gas in their storage facilities, they can control the condition of their product to point of purchase. If they need to slow down the ripening, they REMOVE all the ethylene gas. If they need to accelerate the ripening, they ADD ethylene gas.

## Doesn't it make sense...

To use their technology to prolong the storage life of your produce in your refrigerator?

## You can eat fresher produce...

When it is the most appetizing and nutritious.

## You save money...

By throwing away less produce!



## The Key...

To extending the storage life of produce is to absorb the ethylene gas as it is produced. The active ingredient in the packet inside the **EGG** is potassium permanganate ( $\text{KMnO}_4$ ). The ethylene gas ( $\text{C}_2\text{H}_4$ ) reacts with the  $\text{KMnO}_4$  in a two step process to form carbon dioxide gas ( $\text{CO}_2$ ) and manganese dioxide ( $\text{MnO}_2$ ).



Naturally, the **EGG** loses its effectiveness as the active ingredient is used up. Although the length of time the **EGG** will remain effective will vary depends on what produce it is exposed to, we recommend replacing it every 3 months.

Interestingly, the used **EGG** filler makes a good fertilizer for your plants. The zeolite used to support the potassium permanganate is a natural soil and the manganese dioxide is a trace mineral your plants will love.

Please recycle all components of the **EGG** product.



## How to use the **EGG**...

-  Remove both **EGG**s from the package.
-  Place one **EGG** in the fruit storage drawer of your refrigerator, the other in the vegetable storage drawer. (If your refrigerator has only one produce drawer, put both eggs in it.)
-  Please recycle the package material.
-  Write the date on the enclosed sticky label and stick it to a visible place on the refrigerator door.
-  Replace the **EGG** every 3 months.
-  Recycle. Remove the package of used pellets from the **EGG** shell, open it and spread the pellets on the soil of your potted plants. It makes a great fertilizer!