



The ShowerSaver™ - Moving the shower into the 21st century



Hoboken, NJ - Nov. 24, 2014/- Green Starts Here, LLC today announced the official product launch of the ShowerSaver™, a monitoring device for use in the shower that provides the user with real-time information on shower duration and water consumption. The ShowerSaver™ features a sensor which allows it to turn on and off automatically - users just need to get in and start showering! It also requires no connection to the plumbing, doesn't control water flow, and is simple to install.

"We like to say that this moves the shower into the 21st century," said Kevin Myers, Founder of Green Starts Here and inventor of the device. "With all of the information available to today's generation, the shower has remained pretty much the same. But a number of recent studies have shown that simply providing users with information can lead to changes in behavior, in this case a shorter shower. Not only does that help your wallet, but the environment benefits from lower fresh water and energy consumption, as well as the related carbon emissions".

With much of the Western United States and 100% of California in a severe drought, the ShowerSaver™ provides a fun and easy way to reduce your environmental impact, each time you shower. Young children can also benefit by learning the importance of water and energy conservation as over 1 billion people do not have easy access to clean, fresh drinking water.

Unlike rudimentary shower timing devices, the ShowerSaver's design features various psychological cues, which encourage users to reduce their shower time. Most prominently, a virtual water level rises in tandem with shower duration, which then corresponds to green, yellow, and red – color cues with which our minds are very familiar. With the average shower costing up to \$500 annually per person, use of the ShowerSaver™ can extend well beyond the home. Other potential applications include the hospitality industry, colleges/universities, and health/fitness clubs. The suggested retail price is \$59.95, with wholesale pricing also available upon request. Look for the ShowerSaver™ on our website, GreenStartsHere.com, or on Amazon.com.

About Green Starts Here, LLC

Green Starts Here, LLC designs, builds, and markets products that help our users to incorporate “green” decisions into their everyday lives. From our headquarters in the New York City area, we target both businesses and individuals throughout the world, filling the sustainability gap left by most traditional products.

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