

**Celebrity Performer  
and Media Magnet**

# Does Your Show Need a Kick in the Pantry?



## Joey Green

**The Guru of Wacky Uses  
for Brand-Name Products**

REPRESENTED BY:

Barb North • Brook Forest Entertainment LLC  
22647 Ventura Blvd., #422 • Woodland Hills, CA 91364  
Tel: (818) 347-5098 Fax: (818) 347-5099 • barb@comedynorth.com

Joey Green

# Media Magnet.

He polishes furniture with Spam.  
He scrubs a toilet with Coca-Cola.  
He cleans a diamond ring with Efferdent.

Joey Green's antics attract huge media attention  
for Home and Garden Shows.

And he's a huge hit  
with attendees.



A writer will demonstrate his wacky household tips at the Phila. Home Show.

By Diane Goldsmith  
INQUIRER STAFF WRITER

If you were prowling the fridge and noticed some leftover Spam, Cheez Whiz, and a half-bottle of Gatorade, you might see the beginnings of lunch.

Joey Green sees some offbeat solutions to household cleaning chores.

He's used Spam to polish furniture, Cheez Whiz to remove grease stains from clothes, and Gatorade to clean the john.

Finding unusual uses for brand-name products is his shtick, and as the author of five books on the subject, the former advertising writer and contributing editor to the National Lampoon has appeared on TV, getting



BY HILARY GROUTAGE SMITH  
THE SALT LAKE TRIBUNE

Polish your furniture with Spam, rinse your hair with Reddi Wip to rid it of tangles and get rid of those hard water stains in the toilet with a can of Coke. Out of shaving cream? Spread a thick layer of Jif peanut butter, then shave it off.

Sound nutty? Not to writer Joey Green, who has been entertaining crowds and collecting strange uses for ordinary household products for years.

"The oil in the peanut butter really

offers no apologies for the strange tips he comes up with during his demonstrations. And audience members lined up to purchase his books, priced at \$10 apiece.

Green has been collecting off-the-wall uses for ordinary products for years. He receives about 10 e-mail messages a day offering new suggestions and routinely asks large companies for stuff out of the strange-and-secret file.

"People write into companies all the time with this stuff. All I do is collect it," he said.

Besides Green's informative entertainment, interior decorator Mary Shurtliff (who is also a Black Hat Feng Shui practitioner and hypnotherapist) lectures on

home-grown orchids; quilts are on display, but not for sale, in another area and if that isn't enough, there is aisle after aisle of hot tubs, mops, windows and roofers.

Kapil and Shirley Soorma came to the home show and left with plans (and compactors) for new countertops in the kitchen and a new home office.

"Yeah, we're having fun," Shirley said. Brandon Jensen and his co-workers from Freedom Landscaping in Orem spent three 20-hour days assembling the stunning All-American garden display at the festival. Visitors enter through an area flanked by blooming jasmine bushes and wander through gardens with oriental, Mediterranean and American themes. The areas are packed with daylilies, black grass and hydrangeas shipped in from California for the show. Come Sunday

San Antonio Express-News

## Author relishes playing with food

By TRACY HOBSON LEHMANN  
EXPRESS NEWS HOME & GARDEN EDITOR

When Joey Green squirts Cheez Whiz on his shirt, he's not being slovenly, he's working. Ditto for plunging his feet into a tub of Jell-O.

For the Los Angeles writer



the manuscript for his latest book, "Joey Green's Amazing Kitchen Cures."

The former advertising copywriter began dabbling in the grocery cart

a brainstorming session he initially thought was a waste of time. Participants changed with coming up inventive uses for Nestea tea mix, and a co-worker noted that bathing in tea

nd sunburn. "s belongs in a book," Green. He quit his job the next 10 years collecting tidbits such as Miracle

conditions dry hair; Tang

ollet bowls and Effer-

tes diamonds sparkle.

things range from to bizarre, depending

you draw the line,"

**He got Jay Leno to shave  
with Jif<sup>®</sup> peanut butter.**

**He got Barbara Walters to put  
a wet Pampers<sup>®</sup> diaper on her head.**

**He got Wayne Brady to rub  
French's<sup>®</sup> mustard all over his chest.**

**He got Rosie O'Donnell to mousse  
her hair with Jell-O.<sup>®</sup>**

**He got Martin Short to polish  
furniture with Spam.<sup>®</sup>**



Joey Green, the guru of weird uses for brand-name products, delights audiences with his outlandish demonstrations. He gets the whole room filled with laughter, and at the same time, he shares hundreds of inventive ways to save money.

*The New York Daily News* calls him "a hyperactive, testosterone-charged version of Heloise."

People call him the "Pantry Professor."

*The New York Times* says, "His deadpan explanations end in punchlines that would have a stand-up comic's audience in the aisles."

Formerly a contributing editor to *National Lampoon* and a former advertising copywriter at J. Walter Thompson, Joey is the bestselling author of more than 60 books, including *Joey Green's Magic Health Remedies*, *Joey Green's Kitchen Magic*, *Joey Green's Cleaning Magic*, *Joey Green's Fix-It Magic*, *Joey Green's Gardening Magic*, and *Joey Green's Amazing Pet Cures*.

His hysterical and high-spirited presentation has made him a popular guest on *Good Morning America*, *The View*, and *The Tonight Show*. This hysterical and ingenious ideaman opens people's eyes to the potential hiding in every product, providing laughter and learning.

**See Joey Green's Demo Reel at [www.joeygreen.com](http://www.joeygreen.com)**

**Brook Forest Entertainment<sub>LLC</sub>**

For more information, call Barb North at (818) 347-5098.





***The Tonight Show with Jay Leno.***  
***The Rosie O'Donnell Show.***  
***The View.***  
***The Wayne Brady Show.***  
***Good Morning, America.***  
***The Other Half.***  
***Steve Harvey's Big Time.***  
***The Debra Duncan Show.***  
***Extra!***  
***Sally Jesse Raphael.***  
***Dateline NBC.***  
***The Martin Short Show.***  
***Donny & Marie.***  
***Late Night with Conan O'Brien.***  
***Home and Family.***  
***The Maury Povich Show.***  
***Crook & Chase.***  
***Home & Family.***  
***Goodday LA.***  
***Northwest Afternoon.***  
***AM Northwest.***  
***Smart Solutions.***  
***The Gayle King Show.***  
***Home Matters.***  
***The Dini Petty Show.***  
***Today.***  
***CNN Morning News.***  
***CBS Early Show.***  
***Caryl & Marilyn.***



{ Just a few of the many television  
 shows on which Joey Green has  
 appeared to promote his books.

See Joey Green's  
 Demo Reel at:  
[www.joeygreen.com](http://www.joeygreen.com)

**Joey Green's**

# TRACK RECORD

Just a few of the many  
cities across America and Canada where  
Joey Green has performed at

**Home & Garden Shows.**

Albuquerque  
Austin  
Boston  
Cleveland  
Dallas  
Duluth  
Houston  
Kansas City  
Las Vegas  
Philadelphia  
Salt Lake City  
San Antonio  
San Jose  
St. Louis  
Washington, D.C.

Borden  
Procter & Gamble  
Reckitt Benckiser  
Signature Brands  
Unilever

Just a few of the many companies  
for whom Joey Green has been a

**Spokesperson.**

Just a few of the many  
**Groups & Colleges**  
that Joey Green has entertained.

Columbia Scholastic Press  
Cornell University  
PROMO Expo  
Pioneer Network Convention  
University of New Hampshire

# Joey Green Can Perform...

# 3

**Entirely  
Different  
Shows**

# Or

# 1

**All-  
Purpose  
Show**

## **"Amazing Kitchen Cures: Wacky Uses for Brand-Name Products"**

Cut a birthday cake with Oral-B Dental Floss? Clean burnt-on food from a casserole dish with Bounce? Cure diaper rash with Crisco All-Vegetable Shortening? These are just a few of the astonishing ideas your Home & Garden Show audience will discover. Joey keeps the laughter rolling as he demonstrates his practical yet zany household tips, like how to beat neck pain with Uncle Ben's Converted Brand Rice, give a dry shampoo with Quaker Oats, enjoy a facial with Pepto-Bismol, shave with Jif Peanut Butter, polish silverware with Reynolds Wrap, stop Popsicle drips with Mr. Coffee filters, and hide valuables in a Wilson Tennis Ball.

## **"Fix-It Magic: Spam, Cheez Whiz, and Other Household Cleaners"**

Clean grease stains from clothes with Cheez Whiz? Clean stains from carpet with Morton Salt and Pampers? Clean scratch marks from DVDs with Jif Peanut Butter? The highly entertaining and ingeniously clever Joey Green delights your Home & Garden Show audience with his quirky household tips that include cleaning wallpaper with Play-Doh, cleaning copper pots with Heinz Ketchup, cleaning scuff marks from floors with a Wilson Tennis Ball, polishing shoes with ChapStick, dying clothes with Maxwell House Coffee, cleaning a toilet with Coca-Cola, cleaning a diamond ring with Efferdent, and polishing furniture with Spam.

## **"Gardening Magic: Jell-O, Listerine, and Panty Hose"**

Seed a garden with Jell-O? Repel mosquitoes with Bounce? Kill wasps with Budweiser beer? Joey Green, the wizard of weird, wacky, and offbeat ideas is back to the rescue with a slew of fun gardening tips that actually work. Joey mentions brand-name products from every aisle of the grocery store that do double duty in your backyard. He demonstrates how to keep flowers alive longer in a vase with Listerine, how to make knee pads with StayFree Maxi Pads, how to clean a vase with Efferdent, how to repel gnats with L'eggs Sheer Energy Panty Hose, how to get rid of gophers with Tidy Cats, and how to clean patio furniture with Gillette Foamy Shaving Cream.

## **"Wacky Uses for Brand-Name Products: Crazy About Cleaning"**

Clean a toilet with Coca-Cola? Polish furniture with Spam? Cure diaper rash with Crisco All-Vegetable Shortening? Your Home & Garden Show audiences will be on the edge of their seats as they discover Joey Green's strange yet useful household hints. Joey keeps everyone tickled with laughter as he demonstrates how to clean stains from carpet with Pampers, relieve neck pain with Uncle Ben's Converted Brand Rice, hide money in a Mennen Speed Stick, clean scuff marks from floors with a Wilson Tennis Ball, dye clothes with Maxwell House Coffee, clean a diamond ring with Efferdent, and start a campfire with Doritos.

**See Joey Green's Demo Reel  
at [www.joeygreen.com](http://www.joeygreen.com)**



# AMERICAN Entertainment MAGAZINE

Coca-Cola as a toilet bowl cleaner? Spam as furniture polish? Listerine to cure dandruff?

Joey Green, the author of more than thirty books, has found effective—and offbeat—uses for some of America's favorite household products. This for-mer advertising executive, deodorizes smelly feet in Jell-O, removes grease stains from clothes with Cheez Whiz, polishes silverware with Colgate toothpaste, freshens the air in his home with a few sprays of Nestea, and gives himself a facial with Phillip's Milk of Magnesia.

"The allure of all this is that these are products everybody has in their kitchen, laundry room, and garage," said Joey, while polishing a wooden coffee table with a block of Spam. "These shortcuts save time and money, they're environmentally friendly, and they're a testimony to American ingenuity. These are tips anyone can try at home."

As for Spam, Joey says you never know when a can may come in handy. "You're all out of furniture polish, company's coming over, and you've just had some Spam for lunch. Well, don't throw away the leftovers. Use it to polish the wood furniture. It works, it doesn't smell, and pets will love it. They'll keep licking that furniture, making it nice and shiny."

"There's no one else out there like Joey Green," said one event organizer. "He delights the audience with his outlandish demonstration, he gets the whole room filled with laughter, and at the same time, he inspires people to start thinking way outside the box."

Joey became a walking encyclopedia of offbeat uses for brand-name products by accident. While working as an advertising copywriter at J. Walter Thompson in New York City (writing television commercials for Burger King), he was asked to attend a brainstorming session. "Eight of us from different departments in the agency were gathered together



## The Amazing Joey Green

Brook Forest Entertainment  
(818) 347-5098

in a conference room and asked to generate a list of alternative uses for Nestea Ice Tea Mix that could be advertised to increase sales. Until that meeting, I had no idea that bathing in Nestea soothed sunburn pain. Nestea never advertised that fact —unless, of course, that was the subliminal message in "Take the Nestea plunge."

That meeting changed Joey's life forever. "While I've never bathed in Nestea, I realized there are

hundreds of alternative uses for well-known products kept secret from the American public." Having worked as a contributing editor to *National Lampoon*, he decided that all strange tips belonged in a book.

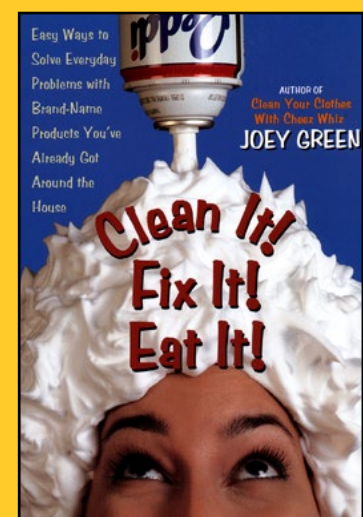
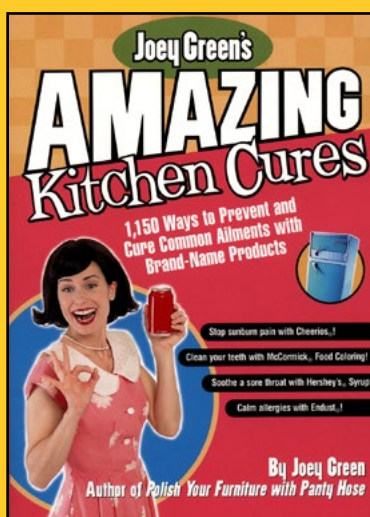
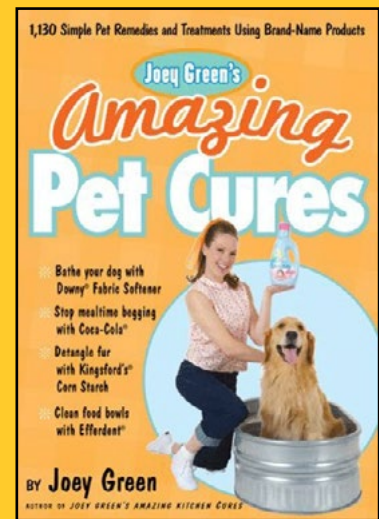
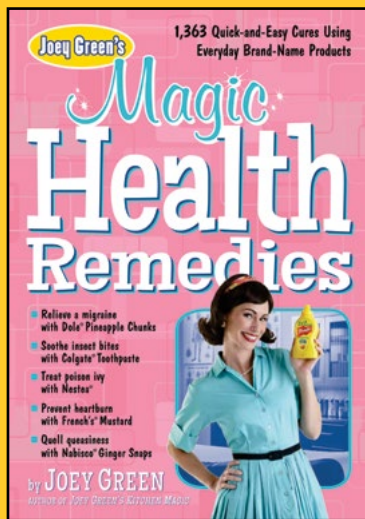
Ten years of research unearthed some startling truths. Heinz Ketchup removes tarnish from copper. Jif peanut butter doubles as axle grease. Bounce repels mosquitoes. Efferdent is a quick and effective way to clean diamonds. Joey can also tell you how Worcestershire sauce got its name, who developed Silly Putty, and how the Ziploc storage bag was invented. "WD-40 was originally invented for the rocket industry as a water displacement formula," explained Joey. "The scientists started taking it home to spray on their squeaky garage doors, and that's how the product was born. It's called WD-40 because it was invented on its fortieth try. So if you come across any WD-39, you may not want to buy that."

Joey's first book on the topic, *Polish Your Furniture with Panty Hose*, became a runaway bestseller in 1995, and suddenly he found himself a favorite of national television talk-show hosts. He's gotten Jay Leno to shave with Jif peanut butter on "The Tonight Show" and emptied a can of Miller Beer on Conan O'Brien's head. He is a frequent guest on "Good Morning, America," "The Wayne Brady Show," and "The View." He now has nine books revealing the secret lives of America's most famous brand-name products.

His book, *Joey Green's Magic Brands* has sold over 800,000 copies, and there seems to be no end in sight to his popularity. His most recent books include *Joey Green's Amazing Kitchen Cures* and *Joey Green's Gardening Magic*.

The next time you need a quick fix for a household problem, the solution could be in your pantry. The next time you need a quick fix for a corporate event, the solution should be Joey Green.

# Just a Few Best-Selling Books by Joey Green





# What Show Managers Say About Joey Green

"Joey does an outstanding professional job. He's entertaining, energetic, and easy to work with."

—Ron Murphy  
Arrowhead Home & Builder Show

"Joey attracted huge crowds to our shows, with standing room only! People came just to see Joey."

—Bonnie Noyce Faust  
The Calgary Home & Garden Show

"Joey, thank you for being so incredibly easy to work with; it makes our jobs so much easier. Your creativity and energy makes working with you an absolute pleasure!"

—Gary Zide, Ellen Viehmann, and Tammy Ridgley  
St. Charles Home & Garden Show

"You're a delight to work with, and you helped bring us more media attention than I ever dreamed possible."

—Chantale Boisvert  
The Ottawa Home Show

"Just a quick note to say thank you for helping us grab so much free media attention. You were terrific!"

—Alan Williams  
Austin Home & Garden Show



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