

# Light bulb with 20-year life unveiled in US on Earth Day

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The 10-watt light bulb was deemed an efficient alternative to the standard 60-watt [incandescent bulb](#), and when used three hours a day, boasted an impressive 27.4 years maximum life span, the company said.

For consumers attentive to cost, Philips said the price tag was easily offset by [energy savings](#) of \$165 over its lifetime.

"Because the new bulb is 83 percent more energy efficient than the standard 60-watt incandescent, consumers can now experience new savings for their pocketbooks," Philips' North America executive Ed Crawford said in announcing rebates.

International [Earth Day](#), now in its 42nd year, was celebrated by environmentalists Sunday seeking to bring attention to [climate change](#) and pollution, and highlight ways to save energy.

President Barack Obama issued a US proclamation for the day to "reflect on the challenges that remain," and confront the "most urgent environmental issues and rallied around a single message: the success of future generations depends upon how we act today."

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