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# NON-TOXIC SHOPPING GUIDE

A WOMEN'S VOICES FOR THE EARTH INITIATIVE



**WOMEN'S VOICES  
FOR THE EARTH**

OUR HEALTH. OUR FUTURE. TOXIC FREE.

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# Personal Care



## FEATURED EXPERT | Elizabeth Wasserman

Fueled by a passion for preventive health, a commitment to clean living, and a strong belief in the power of informed wellness care, Liz started **truegoods.com**. An online shop for truly toxin-free personal care and household products, truegoods.com helps people harness their purchasing power to create healthier lives and a more sustainable environment.

### Facial Care Kit

This handy intro to **FIG+YARROW's** raw-crafted skincare line features beautifying powerhouses: complexion water, facial scrub, cleansing nectar, facial serum, and yarrow buttercream.

### "A Year In The Wild" Bar Soap Set

This handmade organic soap collection from **A Wild Soap Bar** showcases some of North America's most beneficial native plants. Each month a new plant-based soap emerges, reminding us of the seasonality of all life.

### Elizabeth's Picks

#### Ginger Deep-Tissue Massage Oil

The only thing more relaxing than a massage is the peace of mind you experience from knowing that the product you're applying to your skin is as healthy and pure as the food you eat! This oil is warm and deeply soothing for aching and tired muscles.

#### Sea Buckthorn Spa Kit

Pamper yourself at home or the spa with this personalized arrangement of luxurious, all-natural, sea-buckthorn-rich spa products from **Sibu Beauty**. Bundled for true value!

#### Immortelle Anti-Aging Roll-On

This anti-aging roll-on features a blend of powerfully renewing, rare essential oils used throughout history for beautifying, protecting, and nourishing skin, while helping to reduce inflammation—a major contributor to the aging process.

#### Organic Fresh Mint Body Wash

This holiday-inspired all-natural wash from **House Blend Organics** is a thing of pure beauty, created with a peppermint essential-oil blend and organic ingredients like coconut, olive, and jojoba oils.

#### California Plum Kernel Oil

Consciously crafted to dramatically improve skin's elasticity and clarity, this facial oil from **Napa Organics** surprises with the lovely, natural aroma of sweet plums and almonds.

#### Icelandic Eye Gel

100% pure, this refreshing gel from **Purity Herbs** cools and calms the delicate skin around the eyes, reducing puffiness, dark circles, and fine lines.

#### Ultra-Nourishing Hand + Body Lotion

With just five ingredients, this deeply moisturizing and earthy cream absorbs quickly and nourishes the skin. Crafted with organic almond and plum oil, it's full of antioxidants and anti-aging nutrients.

#### Alpine Foot Butter

Show your gratitude to those stressed, calloused, and endlessly devoted feet with this velvety smooth, refreshing and tingly, antibacterial blend of essential oils in a highly nourishing base of hand-whipped organic shea butter and coconut oil.



## TIPS & RESOURCES

- Buy from companies that have fulfilled the [Compact for Safe Cosmetics](#).
- Find safer products using the [Skin Deep Cosmetics Database](#).
- Check out the [ThinkDirty app](#) for shopping for personal care products: just scan the product barcode and ThinkDirty will give you easy-to-understand information on the product, its ingredients, and cleaner options.

# Gifts For Your Partner



## FEATURED EXPERT | Karen Lee

Karen is a chiropractor turned natural-living expert who blogs about health on [drkarenslee.com](http://drkarenslee.com). She captained a 400+ member Eco-Etsy Team while operating an eco-handmade business on Etsy, where she still finds her inspirations for eco-friendly handmade gifts. Currently, her focus is on educating her readers about holistic living with real food, nutrition, and non-toxic living.

Karen's Picks

### FOR HIM

#### Herban Lifestyle Three-Piece Grooming Set

Herban Lifestyle only uses fresh, pesticide-free ingredients (mostly organic) in all of their products. This set contains everything a man needs for his morning grooming routine.

#### Messenger Bag from The Ultimate Green Store

Bring out the inner Jack Bauer in your man with this waterproof backpack, made from 100%-recycled PET bottles. Identical to non-recycled fabrics, this fabric is manufactured without using up earth's precious natural resources.

Karen's Picks

### FOR HER

#### PVC-Free Makeup Bag

Founded by a mom and a daughter, Wild Mint Shop offers non-toxic, eco-friendly products for everyone on your gift list. (They even offer a [gift registry](#)). This reusable, PVC-free makeup bag has a lead-free zipper, as well as antimicrobial, waterproof, and stain-resistant fabric. Wild Mint Shop carries non-toxic makeup, too!

#### Upcycled Vinyl-Record Clock from Uncommon Goods

Smartphones may have replaced records for listening to music, but vinyl records are still around. Why not use them in clocks and bring back the good 'ole days?

#### OffGrid Solar Backpack

Recently, we've had our fair share of storm-related power outages in the Northeast, and we could have used the OffGrid backpack for charging electronics. The pack charges phones, tablets, and laptops using solar energy. It would be great for camping or backpacking, too!

#### Herbanlux Vegan Mascara

Handmade in Connecticut, this mascara is vegan, gluten-free, and free of paraben, phthalates, petrochemicals, triclosan, and mineral oil. Plus, it's cruelty-free! Herbanlux makes the mascara in small batches so it's always fresh.

#### Beer Making Kit from Brooklyn Brew Shop

These home beer-brewing kits are perfect for anyone who loves a good beer. They come with fresh ingredients and everything you need to make a gallon of beer. It's fun, easy, and educational. And you can order refills!

#### Classic Retro Vest from Patagonia

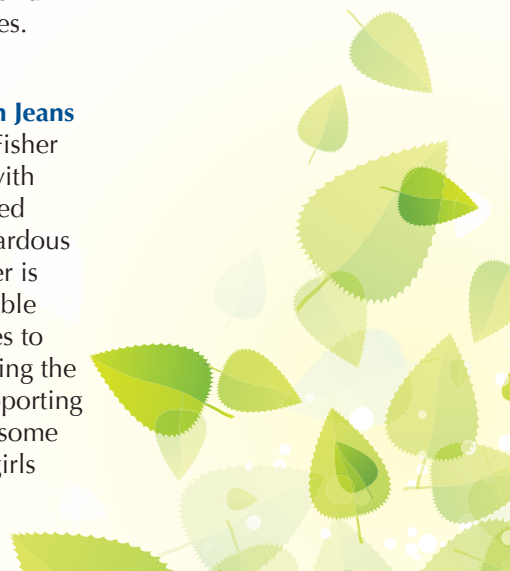
Made with 86%-recycled plastic, this vest has a windproof barrier sandwiched between a thick 100%-polyester pile (86% recycled) on the outside, and a moisture-wicking mesh inside. [Patagonia](#) is a model green company with a deep environmental mission and ethical business practices.

#### Organic Cotton Denim Jeans

These jeans by Eileen Fisher are made in the USA with organic cotton, and dyed without the use of hazardous chemicals. Eileen Fisher is an ethical and sustainable company that continues to make strides in protecting the environment while supporting women, and donating some profits to charities for girls and women.

## TIPS & RESOURCES

- Nothing compares to the memorable time you spend with your loved one. A ticket to a play, concert, or a museum membership will leave a lasting memory.
- Go away on a weekend retreat together (without the kids), or take a wine-tasting, cooking, or gardening class together!



# Home Decor



## FEATURED EXPERT | Sarah Valiant

Sarah Valiant is the principal designer of **Valiant Design Co.**, an interior design company in Toronto with a passion for creating beauty through toxic-free and functional design. After graduating from the KLC London School of Design, Sarah worked for design firms in London and Paris before returning home to start her dream company.

### Sarah's Picks

#### Patterned Paint Rollers by The Painted House

These beautiful patterned rollers create the look of wallpaper at a fraction of the price, in the exact color you want, and, if you go with a toxic-free paint, they are completely toxic-free. If you tire of the pattern, all you have to do is paint over it; no messy wallpaper removal required!

#### Recommendations for Toxic-Free Paints

- Benjamin Moore Natura® No-VOC Paint
- Ecos Organic Paints
- Mythic Paint
- Old Fashioned Milk Paint
- Colorhouse Paint

#### Organic Bedding by Coyuchi

You will spend over a third of your life in bed, so it's important to think about the materials you are using to make your bed a comfortable and safe place. Coyuchi offers gorgeous organic cotton bedding collections in beautiful subtle tones, which make it easy to blend them with whatever color scheme you have in your bedroom.

#### Organic Table Linens by Coyuchi

If you are focused on organic eating, why not pay a little attention to that on which you're eating? Coyuchi has fabulous table linens in a breadth of styles, colors, and wonderfully rich textures.

#### Organic Cushions by Valiant Design Co.

The majority of furniture and cushions you purchase are filled with polyurethane foam, which is extremely toxic to your health. Try decorative cushions from Valiant Design Co.—every piece is completely toxin-free, right down to the organic cotton labels!

#### Pattern Wall Tiles by Blik

Commitment-free wallpaper is here! For those of you who change your mind easily, or want a quick and painless way to add some bold pattern, Blik wall tiles are for you. They are self-adhesive, fully customizable, and come in many incredible patterns. Best of all, they are PVC- and phthalate-free!



## TIPS & RESOURCES

These tips and tricks are courtesy of the [True Goods Blog](#).

- **Furniture:** Finding safe furniture can be tough! Consider natural options, like wicker and wood, that don't contain flame retardants. Some finishes and manufactured wood alternatives off-gas VOCs, so stay away from particleboard, fiberboard, and certain types of plywood, which also contain high levels of formaldehyde, a known carcinogen.
- **Scenting:** Research has shown some scented candles produce smoke laced with almost as many toxins as those produced by cigarettes! To avoid dangerous fumes and soot, use soy or beeswax candles with pure essential oils and non-cored fabric wicks (and keep them trimmed short).
- Look up the safety of other household goods at [www.goodguide.com](http://www.goodguide.com).



# Food & Cooking



## FEATURED EXPERT | Carla Sánchez

Carla Sánchez is a certified nutrition and fitness coach as well as a producer, director, and TV host for [organiclifestyle.tv](http://organiclifestyle.tv), a bilingual show and blog about living a healthy, organic, and fit lifestyle, with an emphasis on whole-foods nutrition. Carla focuses on natural approaches and organic recipes to be healthy and fit the way nature intended.

### Hemp Seeds

Hemp seeds are one of the most nutritionally complete foods in the world: a complete protein, high in fiber, omegas, vitamins, and minerals. Per gram, hemp has more digestible protein than soy, more digestible omegas than flax, more digestible fiber than kale, and it's low in saturated fat, cholesterol, and carbs. Consumption of hemp seeds is good for brain function, immune function, weight loss, inflammation, and it reduces the risk of heart disease and cancer.

### Biotrust Protein Powder

I love this protein powder because it is hormone-free (no rBGH or rBST), contains no artificial colors, sweeteners, or flavors (it's sweetened with stevia), and it's low carb—only 4 grams of net carbs per serving.

### Oceans Alive 2.0

I love Oceans Alive because it is the superfood of the future. It has the power to stimulate your body to create trillions of new cells. Every drop of this microscopic, ultra-powerful ocean nutrient contains more than five billion identical cells of energy that feeds your mitochondria like nothing you have ever experienced.

### Quinoa

I love quinoa, because it's another superfood, and a perfect replacement for your rice dishes. Quinoa is gluten-free, it's low in cholesterol and sodium, it's higher in protein than rice, and in one serving, quinoa fills 48% of our magnesium needs.

### *Favorite Quinoa Recipes*

**Quinoa healthy cookie-dough bites**

**Tangerine & avocado quinoa recipe**

### Vitamix Blender

My life in the kitchen can't exist without this high-speed food processor. I use it for my breakfast smoothies, to make many of my healthy recipes and sauces, and even to grind chicken and fish. If you are serious about healthy living and cooking, this item is a must-have in your kitchen.

### Water-Infuser Pitcher

Ditch the sodas! If you want to turn plain water into an amazing healthy drink, use this water-infuser pitcher. I love it because it's a great way to change up your water intake and a healthy replacement for sugary drinks.

## TIPS & RESOURCES

- Avoid exposure to cancer-causing PFOA from Teflon and other non-stick cookware by phasing them out of your home and purchasing stainless steel or cast iron.
- Choose food labeled “organic,” “pesticide-free,” or “hormone-free” if possible, and shop at your local farmers' market when you can. Many local farmers grow organically, even though they may not be certified.
- Use produce lower in pesticides. Check out the [Environmental Working Group's "Guide to Pesticides in Produce"](#).

Carla's Picks

### Coconut Oil from Tropical Traditions

Organic cold-pressed coconut oil has so many wonderful and healthy uses. Researchers have shown its many health benefits, such as brain boosting, fat burning, and infection fighting, just to name a few. Plus, you can use it for cooking.

### Chia Seeds

These tiny seeds are rich in fiber, alpha-linolenic acid, and minerals. In a recent study, researchers found that consuming chia seeds can reduce systolic blood pressure, C-reactive proteins, and vonWillebrand factor—all risk factors for heart disease.

# Clothing & Accessories



## FEATURED EXPERT | Rachel Lincoln Sarnoff

Featured on *The Today Show*, Rachel Lincoln Sarnoff is a journalist and sustainability advocate. The former CEO of Healthy Child Healthy World, Rachel was the co-founder of [ecostiletto.com](http://ecostiletto.com) and authored *The Big List of Things That Suck*. She publishes [mommygreenest.com](http://mommygreenest.com) and is a partner at Give + Take Swap Boutique.

### Rachel's Picks

According to the Environmental Protection Agency, gold mining generates more toxic waste than any other industry in America. Want to give jewelry that's better for the earth? Take a look at [Alkemie](#), which uses 100%-recycled metals.

[Eileen Fisher](#) offers certified organic, alternative fabric, low-impact dyed, upcycled, and fair-trade-made garments—as well as a “Green Eileen” recycling program. Give the gift of warmth with her 70%-recycled nylon puffer jacket.

If you're headed to the mall, hit [H&M](#). Now the world's largest purchaser of organic cotton, the brand has made public their goal of phasing out all non-sustainable cotton by 2020, and always carries great organic cotton t-shirts, perfect for stocking stuffing.

Vegan designer [Nicora Johns](#) kickstarted her debut collection last year. Utilizing natural fibers and biodegradable polyurethanes, vegan and non-vegans alike are obsessed with Nicora's modern interpretations of classic styles.

At [Whole Foods Markets](#), check out PACT-certified, organic, low-impact dyed, fair-trade-made leggings—perfect for yoga and life.

At my [Give + Take Swap Boutique](#) in Santa Monica, CA, we discovered [upcycled MixdCo](#) bags. Fold over for an evening bag, or slide your iPad inside; these bags make a perfect gift!

The brainchild of Emily and Betsy Nunez, [Sword & Plough](#) employs veterans to upcycle military gear into accessories, like their Signature Messenger Bag—large enough for an overnight but small enough to take to work—in Coast Guard Blue or Army Green.

The ethnic-jewelry trend isn't going away any time soon. With a certified fair-trade project that microfinances small designers, [Parcel & Journey](#) offers authentically beautiful, handcrafted accessories—such as on-trend stackable bracelets.

Featuring veggie-tanned leather, one of [Calleen Cordero's](#) gorgeous hand-woven multicolor belts might just be the only accessory you need this season.



## TIPS & RESOURCES

- **“Organic”** means the garment or accessory is manufactured without pesticides, insecticides, or other synthetic chemicals. Non-organic cotton uses 17% of the world's insecticides. 94% of non-organic cotton is genetically modified. A mere one percent of cotton used in manufacturing is truly organic. Look for these labels: USDA Certified Organic, GOTS (the Global Organic Textile Standard), and Oeko-Tex® Standard 100.
- Many plants can be made into **alternative fabrics**, such as Tencel® (which is derived from eucalyptus trees), linen, bamboo, and hemp. Look for these labels: USDA Certified Organic, GOTS, and Oeko-Tex® Standard 100.
- **“Low-impact dyed”** means the color of the product is achieved using fewer, less environmentally damaging chemicals than some other processes, and less water. Bluesign®-certified products use 45% fewer chemicals and 25% less water.
- **“Fair Trade”** is the business practice of sustainably manufacturing goods in economically disadvantaged areas in order to alleviate poverty and reduce inequality. Look for these labels: Fair Trade Certified, Fair Trade Federation.

# Baby Products



## FEATURED EXPERT | Melinda Olson

Mama is not just a marketing logo. She's Melinda Olson, a nurse, herbalist, and real mother who believes mamas, babies, and families have a right to safe, herbal, zero-toxin products. Mama's mission is to constantly research, test, and refine her products, and to educate people about the safe use of herbs and ingredients in personal care products. For over a decade, **Earth Mama Angel Baby** has been supporting mamas and babies through the entire miraculous birth process, offering nature's perfect solutions to perfectly natural pregnancy discomforts.

### Mama's Picks

#### Angel Baby Bottom Balm

Angel Baby Bottom Balm was formulated as an herbal first-aid balm. It's so safe, it's used on the most vulnerable babies in hospital NICUs. It's safe for cloth diapers, too!

#### Moraki Cloth Diapers

Moraki's all-in-one cloth diapers are made from super absorbent, all-natural hemp and organic cotton so you don't have to worry about toxic chemicals on sensitive little bottoms. Plus, these diapers are made in California by local moms.

#### Lifefactory Glass Baby Bottle

Lifefactory's glass bottles are wrapped in protective silicone and grow with baby thanks to the addition of a "sippy" cap. Using a flat cap, you can even reuse the bottle as a storage container.

#### Calming Lavender Shampoo & Body Wash

Calming Lavender Shampoo & Body Wash is perfect for a calming bath. It's detergent-free, real castile soap that is produced without synthetic fragrances or preservatives. It's also a great hand soap for your entire family.

#### Silikids Silibib

The non-toxic and recyclable silicone Silibib has a handy pocket for runaway food, is super soft, easy to wipe off, and dishwasher safe.

#### Under The Nile Scrappy Toys

Scrappies are made from 100% GOTS-certified Egyptian organic cotton scraps left over from Under the Nile's clothing production. What a cute and comforting way to keep scraps out of landfills!

#### Green Toys Twist Teether

The Twist Teether is made in the USA from 100% food-safe, recycled plastic milk containers without worrisome BPA, PVC, phthalates, or external coatings. It's dishwasher safe, too.



## TIPS & RESOURCES

- Look for crib mattresses stuffed with cotton, polyester, or wool, instead of foam. Check out **Getting Ready for Baby** for some safer brands.
- Some car seats can contain brominated flame retardants, PVC, or other heavy metals. Check out the **best and worst brands** of car seats.
- Plastic baby sippy cups, bowls, and utensils can contain BPA or phthalates. Look to **Healthy Child Healthy World** and **The Soft Landing** for safer options.

# Toys



## FEATURED EXPERT | Katy Farber

Katy Farber is a teacher, author, and founder of the blog, **Non-Toxic Kids**. She is also the author of two books about education, *Why Great Teachers Quit and How We Might Stop the Exodus*, and *Change the World with Service Learning*. Katy's writing has appeared in MomsRising, Moms Clean Air Force, Educational Leadership, CNN's School of Thought Blog, Pro Blogger, Fox News opinion, and many other outlets.

### Katy's Picks

#### CitiBlocs, or Keva Planks

These are simple wooden planks for creative building of all types; no plastic or commercially themed characters. They foster creativity and spatial reasoning and will biodegrade someday—unlike Legos!

#### Marble Runs

I recommend buying a marble run made out of wood with tunnels and tracks to avoid the environmental and health problems associated with plastic. Children can learn basic engineering, physics, and spatial skills.

#### Yoga for Your Brain

Totally Tangled Cards is a card set that features various repeating patterns and designs for drawing. Created to be relaxing and fun, this is a great activity when kids need to relax or take a break from something.

#### Sleeping Queens

What a simple and fun card game! Created by a 7-year-old girl, this game develops memory and early math skills; a great gift for kids ages 5 and above.

#### Wreck This Journal

This is a very creative approach to a journal for kids! The author encourages the reader to “wreck” the journal by interacting with it directly while observing the world around them. And by interacting, I mean coloring, ripping, throwing, poking, gluing, scratching—kids will love the permission to destroy and re-create.

#### Pretend and Play School Set

Many kids love to play pretend school. The Pretend and Play School Set, which comes with a mini-white board, a calendar, markers, and a school-shaped tri-fold, will definitely inspire this

kind of play. You can make your own pretend school kit using any box or bin—just add school supplies, a small white board, a map, calendar, and other items that may inspire your kids!

#### A Full Dress-Up Bin

For hours and hours of creative play, stock a big trunk or tub with as many dress-up items as you can find from family members, the thrift store, or your own collection: wands, hats, capes, scarves, dresses, uniforms, everything you can think of that will fit. Grandparents often love amassing dress-up clothes for grandkids!

#### A Bin of Music Instruments

Find some wooden drums, maracas, a xylophone, a ukulele, and other traditional wooden instruments to add to a bin for your child. You can find these instruments at second-hand stores, online, or at a favorite toy store.

#### Yoga Ball or Large Bouncy Ball

All kids need to bounce! A simple yoga ball can provide a vehicle for movement around the house. During the long winter, indoor movement is essential.

#### Classic Board Games

Games such as Life, Boggle, Scrabble, Sorry, and Taboo can provide loads of fun for family game nights. Each of these games offers a version for kids, but the adult ones can be modified if they are all you can find.

#### Bean Bag

A high-quality beanbag, puffy and squishy, can provide many things. It can be a creative toy, transforming into a mountain, a turtle's back, or anything else your child can imagine. It's also the perfect reading spot and can be dragged into your child's favorite reading nooks around the house.

## TIPS & RESOURCES

- Purchase toys made from natural materials such as wood or organic fibers like cotton, hemp, or wool. Find safer toys at **True Goods** and **Healthy Stuff**.
- Avoid inexpensive metal jewelry, which is often contaminated with lead or cadmium. Check out **Healthy Stuff** and the **California DTSC** for examples of problem jewelry to avoid.
- Look around local farmers' markets and shops for handmade toys.





## FEATURED EXPERT | Leah Segedie

Leah Segedie is a “100 lbs. Loser,” founder and creator of the ShiftCon Eco Blogging Conference, Bookieboo Network (over 9,500 bloggers strong), and Mamavation community. Through the **Mamvation community**, she teaches “digital moms” healthy practices to combat disease in their home. The women of Mamavation have lost over 3,500 pounds. She is also a food activist and social-media consultant.

### Leah's Picks

#### Thinksport Insulated Sports Bottles

Insulated and easy to drink from, these bottles are made of medical-grade stainless steel. Plus, when you purchase one of Thinksport's bottles, you can donate 10% of your purchase to great organizations.

**JadeYoga** creates nonslip yoga mats that are environmentally friendly. Made from natural rubber, they are PVC- and phthalate-free. Better yet, every time you purchase a mat, JadeYoga plants a tree!

**Soybu** makes stylish, comfortable workout wear designed to empower women. Their products blend eco-friendly fibers into durable fabrics and they make sure they have a minimal impact on the environment.

#### Orgain

Nutritional Shakes are a delicious, all organic option for complete nutrition and supportive protein. They come in vegan, nutritional protein and original nutritional shake, as well as a Healthy Kids Nutritional Shake formula in a variety of yummy flavors. They also sell plant Protein Powder.

**GoodOnYaBar** is certified organic, gluten-free, non-GMO, and made with real food to nourish you, such as sprouted flax, hemp seeds, and chia. These bars contain 6-10 grams of protein, and 9-10 grams of sugar, sweetened by raw honey or maple syrup.

No gym bag is complete without a high quality deodorant, but most major brands contain lots of toxins. **Primal Pit Paste** is the exception. This natural deodorant is made from organic ingredients: coconut oil, shea butter, and arrowroot powders, as well as non-aluminum baking soda and organic essential oils. You only need a pea-sized amount for sweat protection!

**Action Wipes** are full body wet wipes for when you don't have time to shower and a perfect accessory for your gym bag. They are made with therapeutic essential oils of tea tree and eucalyptus and natural, plant-derived ingredients. They also have natural antibacterial and antiseptic properties, making them great for cuts, scrapes and rashes.

Post workout aches and pains can be a drag, but **Arnicare** from Boiron is the safe solution. This homeopathic remedy comes in cream, gel or ointment and provides natural relief from muscle pain and stiffness.

### TIPS & RESOURCES

- Look for fitness apparel from companies that offer certified organic cotton or Merino wool fabrics—or for products that have been certified by bluesign®, which tests products for their safety for consumers and the planet.
- Avoid fitness gear (hand weights, yoga mats, etc) made with materials such as petroleum-based plastics, PVC, or phthalates.
- Opt for BPA-free, reusable, stainless-steel water bottles for your workout.

# DIY Gifts



## FEATURED EXPERT | Amie Valpone

Amie Valpone, founder of the [healthyapple.com](http://healthyapple.com) healed herself from Lyme disease, PCOS, hypothyroidism, leaky gut, and heavy metals. On her website, she shares her story of how clean eating and detox saved her life. Amie cooks for a variety of clients including celebrities; curing in the kitchen using organic, anti-inflammatory recipes and meal plans.

### Amie's Picks

MIX UP ONE  
OF THESE  
CONCOCTIONS  
AND WRAP IT  
UP FOR A GREAT  
STOCKING  
STUFFER OR GIFT!

#### Epsom Salt Bath

This is an easy way to detox at the end of a long day. Simply enjoy a warm bath with this recipe and soak for 20-30 minutes for maximum detox benefits.

#### Non-Toxic Home Cleaners

Once I learned about all the toxins in my cleaning supplies, I started making my own; it's so much easier, cleaner, and toxin-free. This has helped my health tremendously!

#### DIY Kitchen Cleaners

I love to cook, and my kitchen can get quite dirty, so I use these easy kitchen cleaners to keep my tiny Manhattan kitchen in tip-top shape!

#### Deodorant

Say goodbye to aluminum and other toxins in your store-bought deodorants and try this homemade option that's toxin-free!

#### Facial Cleansers

This is an easy facial cleanser that will keep your skin glowing all winter long. It's my go-to daily cleanser and so much cheaper than the store-bought cleansers that are filled with toxins!



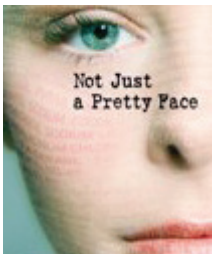
## TIPS & RESOURCES

- Because many companies don't disclose ingredients, it can be hard to know what's safe and what's not. You can get around this issue by making your own gifts with safe, non-toxic ingredients.
- Create a gift basket of homemade cleaning and personal products using [WVE's recipes!](#) Get creative with old jars, ribbon, and other scrapbooking supplies for a super cute (and practical) gift!

# WVE Book Selections

Women's Voices for the Earth is proud to partner with authors writing about toxic chemicals and women's health. Each of these amazing women is donating a portion of their book sales to WVE. So kick back with a good read!

## Not Just a Pretty Face



*The Ugly Side of the Beauty Industry*

by Stacy Malkan

*Not Just a Pretty Face* chronicles the quest that led a group of health and environmental activists to the world's largest cosmetics companies to ask some tough questions.

## Big Green Purse

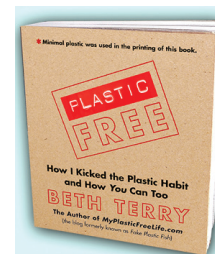


*Use Your Spending Power to Create a Cleaner, Greener World*

by Diane MacEachern

You can help solve the environmental crisis—and protect yourself and your family too, based on what you buy. Women spend \$.85 of every dollar in the marketplace. Let's use that clout to make our world a better place.

## Plastic Free

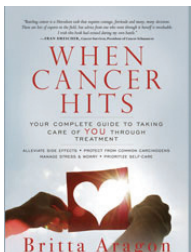


*How I Kicked the Plastic Habit and How You Can Too*

by Beth Terry

Beth shares the story of her path to a life filled with less plastic and more harmony. Anyone who reads this book will be motivated to follow her lead.

## When Cancer Hits



*Your Complete Guide to Taking Care of YOU Through Treatment*

by Britta Aragon

Life-changing information on how to care for your body, boost your immune system, encourage your own healing, and nurture your soul while on the road to recovery.

## Little Changes

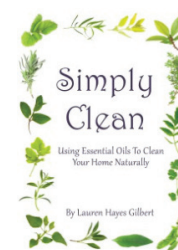


*Tales of a Reluctant Home Eco-Mom Pioneer*

by Kristi Marsh

With a cup of humor, a smidgeon of sarcasm, and a wallop of mainstream motherhood, *Little Changes* enlightens readers about the simmering, swelling, epic transformation of our generation. **Enter the promotional code "WVE" on the purchase page so that proceeds can be donated to WVE.**

## Simply Clean



by Lauren Hayes Gilbert

*Simply Clean* is a part of a series of e-books written to empower readers to say no to toxic chemicals and make using essential oils in everyday life easy and fun.



## 2014 ADVERTISING PARTNERS

This guide is a free resource because of the financial support of the following generous companies.

While WVE cannot endorse any of the companies listed in this guide, we applaud these companies whose philosophies align with WVE's work toward committed transparency and our vision of a toxic-free future.

Each of these leaders supports women's consumer power and women-led advocacy campaigns to protect our health and promote the responsible production and use of products.



**WOMEN'S VOICES  
FOR THE EARTH**  
OUR HEALTH. OUR FUTURE. TOXIC FREE.

# 2014 Advertising Partners



## FEATURED PARTNER

### Ava Anderson Non Toxic

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At Ava Anderson Non Toxic, it is our responsibility and mission to educate consumers about ingredient information that is harmful to you, but can still be included in your personal and home products. We share this message with families across America, while offering alternative quality organic and natural products, and a solid business opportunity. Today, Ava Consultants across the United States are educating consumers through informative, fun avaHOURS. In five years, our product line has grown from a six-piece avaSKIN set to include products for skin care, cosmetics, hair care, body care, baby care, sun care, pet care, scents, bug spray, and home cleaning products.

Visit us at [www.avaandersonnontoxic.com](http://www.avaandersonnontoxic.com), and on [Facebook!!](#)



## FEATURED PARTNER

### GreenBlendz

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GreenBlendz is a specialty manufacturer of private branded products for consumer packaged goods companies, retailers, industrial and commercial accounts. Working with its clients, GreenBlendz is able to provide turnkey product technologies from formulation through to finished packaged materials in household cleaners, personal care, baby, pet, salon/spa and janitorial product categories.

Learn more at [www.greenblendz.com](http://www.greenblendz.com)!

# 2014 Advertising Partners



## FEATURED PARTNER

### **Honest Company**

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The Honest Company, founded by Jessica Alba, Christopher Gavigan, Brian Lee, and Sean Kane, was created to ensure that parents have access to non-toxic, eco-friendly, effective, and beautiful family products that don't break the bank. Honest.com offers essentials for every family member including diapers, wipes, bath, skin care, home cleaning, and health & wellness products conveniently door-delivered through a monthly subscription service of customized product bundles or single-item purchase. As a certified B Corporation, The Honest Company strives to promote sustainability, engage employees and community, and support non-profit initiatives working to solve critical health and social issues affecting children and families. Available in the U.S. and Canada.

Explore more at [www.honest.com](http://www.honest.com)!



## FEATURED PARTNER

### **Kelly Teegarden Organics**

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Kelly Teegarden Organics is the world's first Skin Care Line passionately formulated by a Thyroid Cancer Survivor to protect you from toxic chemicals. KTO seeks to fill the void in skincare by catering to the discriminating consumer that is looking for a natural, non-toxic way to enhance their beauty. KTO products are designed for all skin types including: sensitive skin, cancer patients and cancer survivors, menopause, or allergic. These products cater to people that care about removing dangerous chemicals from their daily routines. Every product delivers results, nourishing and deeply hydrating the skin.

Learn more at [www.kellyteegardenorganics.com](http://www.kellyteegardenorganics.com).

# 2014 Advertising Partners



## FEATURED PARTNER

### Sweet & Woodsy Aromatherapy

Sweet & Woodsy Aromatherapy is a home-based business, owned by twin mom and nationally certified aromatherapist, Mindy MacLaren. Mindy began making baby care products in preparation for her daughters' births in 2009. In addition to baby care, Mindy makes personal care products for all ages and essential oils-based household cleaning items. Understanding how much we are exposed to toxins, Mindy's products are chemical and synthetic fragrance free, and full of safe essential oils and other health-enhancing ingredients, many of which are organic. Mindy uses only essential oils that have been tested for purity. She uses all of Sweet & Woodsy's products regularly and knows they contribute to her family's good health.

Explore more at [www.sweetandwoods.com](http://www.sweetandwoods.com)!



## PARTNER Earth Tu Face

Earth Tu Face began with two herbalists, a garden, and a focus on creating a purely plant-based 100% natural skincare line, free of toxins or synthetic compounds. We have grown our line from the ground up, choosing plants that heal, restore, and rejuvenate skin cells. We believe that you should never put on your skin what you wouldn't put in your mouth.

This holiday season, Earth Tu Face is donating 5% of ALL proceeds to Women's Voices for the Earth.  
**Don't miss it! Shop now.**



## PARTNER Good Clean Love

Good Clean Love produces the finest all-natural, organic intimacy products with no petrochemicals or parabens and also provides comprehensive resources on how to make love sustainable. Our best-selling organic personal lubricant was recently named "among the safest personal lubricants on the market." Good Clean Love is the only brand of intimacy products that is a trusted source of advice on sexual health and intimate relationships to thousands of readers and listeners monthly.

# 2014 Advertising Partners



PARTNER  
**Green Woman Store**

**GreenWomanStore.com** is a Collective Quest Toward Sustainability. Shop Fair Trade, Green, and Woman Made. 50% to 80% of your consumer dollar goes directly to the women entrepreneurs who produce our innovative, sustainable, fair trade, and socially conscious products. Women supporting women and everyone benefits! We are a Triple Bottom Line Company -- People, Planet, Profit. Shop Fair Trade, Green, and Woman Made at: [www.greenwomanstore.com](http://www.greenwomanstore.com) and on **Facebook!**

## just the goods

handmade natural & affordable  
skin care for everyone

PARTNER  
**Just the Goods**

Just the Goods is honored to be one of very few Canadian makers of plant-based skin and body care products granted Champion status by the Campaign for Safe Cosmetics in recognition of genuinely natural ingredient choices and truth in labeling. Just the Goods is also certified cruelty-free by the Leaping Bunny program. We take these commitments very seriously and promise to always uphold these high standards.



PARTNER  
**Makes 3**

Makes 3® produces the best organic soaps, balms and other organic bodycare products for the whole family. We help people create an organic life filled with happiness and wellbeing for the body, mind and spirit. It's the Makes 3 Way.



PARTNER  
**Minneapolis College of Art and Design (MCAD)**

Do you think about changing your career, the way you live or even the world? Have you ever thought about going back to school to create positive, sustainable change in the world? If so, MCAD is for you. MCAD is proud to offer the world's only fully-online, multidisciplinary graduate program in sustainability-focused design, perfect for busy working professionals. With small classes, peer-to-peer interaction and engagement with renowned faculty, MCAD enlists a global community of students (both designers and non-designers) and world-class instructors working together to push the sustainability envelope forward. Contact [sustainable\\_design@mcad.edu](mailto:sustainable_design@mcad.edu) to learn more.



# 2014 Advertising Partners



PARTNER  
**Organic Lifestyle**

Organic Lifestyle is proud to support Women's Voices for the Earth - we both believe in encouraging consumers to use their purchasing power for a toxic free world. We are **donating 5% percent of sales to WVE and offering you a \$10 coupon**, valid through November 30th. Visit [www.organiclifestyle.com](http://www.organiclifestyle.com) and enter 'non-toxic-shopper' at checkout.

**sunumbra™**



PARTNER  
**Sunumbra**

Dual interests in healthy living and the natural environment led Sunumbra's creator, Susan Ingram, to extensive research into the benefits of natural and organic products. The discovery of a unique combination of plant extracts is the key 'hidden secret' to being able to substitute botanicals for the harmful chemical filters found in almost all sunscreens sold today. Sunumbra believes that you don't have to destroy your skin with chemicals to avoid getting burnt by the sun – so its products are all natural, containing organic and wild sourced ingredients.



PARTNER  
**The Choosy Chick**

The Choosy Chick believes toxins have no place in personal care products. They are committed to researching ingredients and selecting the finest non-toxic health and beauty products families deserve. We developed our very own standard for ingredients, which has become the foundation for our product selections. We value the manufacturers we have selected for their commitment to creating high quality products and for putting the safety of consumers first! Visit our [website](#) or check us out on [Facebook!](#)

## THIS GUIDE WAS USEFUL, WASN'T IT?

WVE believes in a healthier tomorrow where women don't have to worry about the safety and the quality of the products they buy—no matter what time of the year. To that end, WVE will always provide the highest quality resources in the most accessible and savvy way we can. Now that you're in the gift-giving mood, consider that this Non-Toxic Shopping Guide is a free resource for you. But, how much would you have paid for it?

**DONATE**

**Consider making a donation equal to that value—  
\$5, \$10, or \$25—  
any amount goes a long way!**

We thank the following businesses that share WVE's values and vision of creating a toxic-free future for all, starting with our economy. These partners support WVE's general operating work through annual financial contributions, commit to listing all ingredients, and make products without toxic chemicals.

## 2014 BUSINESS PARTNERS

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Berkley Green  
Dolphin Organics  
Earth Mama Angel Baby  
Green Life Consulting

Green Maid Today  
Luminance Skincare  
Miessence | Better Choices  
The Queen of Green

Salon Fig  
Sungevity  
Trillium Organics

## 2014 NO SECRETS PARTNERS

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Aspen Clean  
Ava Anderson Non Toxic  
Better Life  
Citrasolv  
CleanWell  
Earth Mama Angel Baby  
EcoStore USA  
GreenBlendz  
Green Clean  
Green Shield Organic

Green Woman Store  
HealthyHooHoo  
Honest Company  
Lunapads  
Lunette  
Maxim  
Meliora K.  
Modern Mermaids  
Molly's Sud  
Natracare

Orchidea  
Planet  
Seventh Generation  
Shecology  
Shoosha  
True Moon  
Veeda  
Yoreganics



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FOR THE EARTH**  
OUR HEALTH. OUR FUTURE. TOXIC FREE.

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