



NON-TOXIC SHOPPING GUIDE

A Women's Voices for the Earth initiative.

Thanks for downloading WVE's Non-Toxic Shopping Guide!

It's that time of year when the pressure is on to find just the right gift. Luckily, you don't have to compromise thoughtfulness for quality *anymore!*

Women today make 85% of buying decisions in an average American home. During the holiday season each year, this amplifies. In the rush to show just how much one cares for a loved one, the discerning and conscientious mind can fly out the door in favor of sparkly, new and trendy.

No more! Enter the Non-Toxic Shopping Guide: everything you need to know to make responsible choices without compromising the fun and excitement of gift giving. A few tips to guide your shopping, mixed with a dash of creativity, and you are well on your way to finding safer products from reasonable companies to show those around you how much you really care.

In this guide you'll find:

- **Tips and Resources:** Inside are a few quick tips on how to give love, and not toxins, away this season.
- **What's on my list:** We've asked for sample shopping lists from some of the most eco-friendly, conscientious women in the WVE community to share with you in this guide.
- **Recommendations:** WVE does not endorse the companies listed in this guide, but we recognize certain leaders whose values closely align with ours.

It's time to unleash the true savvy gift-giver that you are!

TIPS & RESOURCES

It's hard to believe, but many children's toys and jewelry contain harmful heavy metals like mercury, cadmium, arsenic, and lead, and plastic toys can contain PVC, known as the toxic plastic. The good news is that there are lots of safe alternatives!

- Purchase toys made from natural materials such as wood or organic fibers like cotton, hemp or wool. Find safer toys at [The Soft Landing](#), [Big Green Purse](#), and [Healthy Stuff](#).
- Avoid inexpensive metal jewelry, often contaminated with lead or cadmium. Check out [Healthy Stuff](#) and the [California DTSC](#) for examples of problem jewelry to stay away from.
- Look around local farmers' markets and shops for handmade toys.

WWE expert Erika Hickey



Erika is a WWE Actionista and mama of two sweet boys, Simon and August. She owns and operates [Walking Stick Toys](#), a little toyshop specializing in the greenest of goodies for kids since 2005.

Play Silks / Silk Scarves. Babies love the texture, tots play peek-a-boo with them, big kids dress up in them & dance, and big kids even accessorize with them.

Wooden Blocks. This simple toy is made from a sustainable resource and will last forever. The finish on your child's blocks is very important, so be sure to research that or buy from a safe source.

Art Supplies / Books. Both of these are perfect for growing brains. A watercolor set & blank canvas in the hands of a kid, or reading with your little ones (tip: look for books at second hand stores) are treasures and memories for a lifetime.

Board Games & Puzzles. There isn't a better way to bring your family together during the hustle and bustle than with a good old-fashioned board game. You can find puzzles made from recycled cardboard printed in soy ink in practically any store.

Cotton/Wool Soft Toys. Scrap the stuffed animals. A great green alternative is a soft toy made from wool or cotton (both sustainable resources and healthy for your wee ones). Better yet, get out your needle and thread and make your own loveable creation!

It's extremely important to create a safe environment for your baby is because chemical exposure for a baby's developing organs is ten more times more potent as compared to exposure for adults. It's important to prioritize anything that will go in your baby's mouth, touch their skin and affect air quality in their nursery.

TIPS & RESOURCES

- Look for crib mattresses stuffed with cotton, polyester, or wool instead of foam. [The Mattress Matters](#) report has 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.

WWE expert

Alicia Voorhies

Alicia is the founder of [The Soft Landing](#), a seasoned team of sisters on a mission to educate and assist parents in creating a safer living environment for their families while connecting them to the natural living resources they need to make it happen.



Baby Mattresses: [Naturepedic](#) makes our favorite non-toxic baby mattress with certified organic cotton, PVC-free waterproof outer layer, a Green Guard certification, & no toxic flame retardants.

Nursery Decorations. [Wee DECOR](#) wall appliques are a great option, and made of polypropylene fabric for easy decorating that is safer and more environmentally friendly than standard vinyl. [We found several other options here.](#)

Safe Skincare: [Earth Mama Angel Baby](#) Baby Essentials Bundle is our most favorite brand because they go to extreme measures to ensure the safest ingredients possible, while infusing herbs for health and healing.

Cloth Diapers: [GroVia's](#) All-in-One cloth diaper is so simple that anyone can be a cloth diapering expert in a snap. Disposables are not only taxing on dumps- they often contain chlorine and other toxic chemicals that can be absorbed right into your baby's body.

Pacifiers: [Naturesutten](#) pacifiers are made from pure, natural rubber from the tree *Hevea Brasiliensi*. They are nitrosamine-free, can "warm like Mommy," take on the shape of baby's mouth (unlike silicone) and even take on your baby's own smell so it becomes familiar.

Car seats and Strollers: [Orbit Baby](#) car seats and strollers are free of brominated flame retardants (BFRs), making them one of the safest options available. They're more expensive, but a worthwhile investment when you consider the amount of time your baby will spend in contact with their car seat.

Sleepwear: [Organic cotton pajamas](#) are not treated with pesticides and flame retardants, so even though it's more expensive, it's worthwhile to prevent toxic exposure during those long periods of contact with your little one's skin.

Baby bathtubs and toys: [Puj Tub](#) is our favorite bath for infants made from formamide-free EVA foam. **Also check out our guide.** Many are made from toxic plastics, which are known for containing chemicals like lead, dioxin & phthalates.

Feeding, Breastpump and Breastmilk Storage: Go with BPA, PVC and phthalate-free brands like [Thinkbaby](#) whose products are very carefully tested for endocrine disrupting chemicals.

CLOTHING & ACCESSORIES

Did you know that conventionally-grown cotton can be doused with pesticides, and synthetic fiber might actually be sourced from coal or oil? Some fabric dyes are terribly toxic, for instance when cancer-causing formaldehyde is used to make textiles wrinkle-free. Since we have to wear something, what can we choose?

TIPS & RESOURCES

- Opt for clothing materials produced without pesticides such as organic cotton, wool or hemp. Search [Good Guide](#) for safer brands.
- Buy vintage clothes or gently used fashions from thrift shops and consignment stores—you'll be reducing pollution from producing new clothes down the line.
- Recent testing has shown that some handbags and purses can contain toxic heavy metals. Check out [HealthyStuff.org](#) for a list of bags tested.



wve expert Diane MacEachern

Diane is the author of *Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World* and the force behind the [Big Green Purse blog](#). Her goal is empowering consumers - especially women - to use their marketplace clout for good.

Certifications to look for on labels:

GOTS (The Global Organic Textile Standard). Comprehensive certification process from raw materials, to dyeing, to discharge during production.

Oeko-Tex® Standard 100. Tests & certifies textile raw materials, and intermediate/end products at all stages of production. Allocates products into one of four classes based on degree of contact with skin.

SA8000. A global social accountability standard enforcing no child labor, no forced labor, health & safety, fair wages, and more.

Fair Trade Certified™. Feel good: your purchase is supporting practices that will improve sustainability and fight poverty at every stage of production.

For more information on eco-friendly clothing options, visit [Big Green Purse at www.biggreenpurse.com](#)

Earth-friendly & Fair Trade Companies:

Synergy Clothing. Women's line made with G.O.T.S.-certified organic cotton from India & low-impact dyes. Handmade in Nepal, fair trade compliant, and fashionable with hand-stitched applique work & water-based screen prints.

Green Label. These shirts have it all: 100% organic cotton, Oeko-Tex 100 certified, low-impact dyes, and no packaging tags. They're U.S.A.-made, "sweat shop free," and the women's shirts are actually made for a woman's body!

Blue Canoe. A full line of lingerie, loungewear, active & travel/casual wear from organic cotton & bamboo. Yoga pants or the tulip dress? Decisions...

Maggie's Organics. Producing sustainable, ethical apparel for over 20 years, and every last item is made from organic cotton by fair trade labor.

Sweetgrass. Uses hemp, organic cotton and bamboo, & dyes fabric with minimal water pollution. Orders are shipped in recyclable packaging without plastic bags. Check out their stylish "Portland" coat!

cosmetics, perfume, cologne & lotion

Right now it's perfectly legal for cosmetic companies to use chemicals linked to cancer, birth defects, learning disabilities and other illnesses in the products we use on our skin and hair every day.

Luckily, there are lots of companies out there making healthy products!

TIPS & RESOURCES

- Buy from companies that have fulfilled the [Compact for Safe Cosmetics](#).
- Find safer products using the [Skin Deep Cosmetics Database](#).
- Make your own! Mixing up your own personal care products is an economical and safe way to pamper yourself and your friends at the holidays. Check out WVE's yummy [Grapefruit Sugar Scrub recipe](#), and some of these great recipes from the [Campaign for Safe Cosmetics!](#)



wve expert Britta Aragon

Britta is a natural beauty expert, cancer survivor, and founder of [Cinco Vidas](#). She's the author of *When Cancer Hits* and founder of the [CV Skin Labs](#) skincare line.

Natural oils for glowing skin. Winter cold & wind make skin extremely dehydrated. Bring back a healthy glow with nourishing oils like argan, jojoba, or squalene from olive oil. I love [Indie Lee's Squalene Facial Oil](#).

Beauty Sprinkles Mask. It rejuvenates, gives radiance, and refines. All non-toxic, and made with powdered vitamins, flowers, fruits, and plants. Just add Greek yogurt, apply, and enjoy!

LaVanila Healthy Deodorant. It smells great, it really works, and it has no aluminum! Best of all, it's made with essential oils and aloe, without parabens or propylene glycol.

Bach Flower Remedy. Spray it twice on your tongue, and if you feel yourself getting worked up, it provides instant relief. It's like Yoga in a bottle.

"Neom" candles from O&N Collective. Nothing says the holidays more than a lovely smelling burning flame, but a lot of candles give off toxic fumes like benzene and astoluene. Use soybean-based candles with 100% essential oils.

CV Skinlabs Body Repair Lotion. A perfect gift for anyone with dry, flaky winter skin. 100% free of potentially harmful chemicals and full of antioxidant & calming goodies like Reishi mushroom, olive oil, turmeric, and more.

Chemical-free perfumes. Perfumes are a great holiday gift, if you choose the safe kinds. Avoid synthetic chemicals: "A Perfume Organic" and "Give" are both great to try!

Essence of Vali Sleep. Nix the "to-do's" and sleepless nights! A drop of this essential oil blend on the corner of the pillowcase is all it takes to help me get a good night sleep.

Dr. Singha's Mustard Bath. Mustard has long been used to help detox and purify, opening pores and soothing muscle aches. Take a few moments to unwind in this healing bath!

Zoe Organics 100% Organic Refresh Oil. A perfect pick-me-up for stressful times. Lime peel, ginger and mint refresh and de-stress. Perfect stocking stuffer!

While some companies have made slight improvements in energy efficiency, greener packaging, and recycling programs, electronics products are all made with a lengthy list of toxic chemicals and materials, which can and do cause harm across the product lifecycle. However, some electronics are made with fewer toxic chemicals than others, which is why we've listed some resources below to help you make your healthier choices when it comes to this category.

TIPS & RESOURCES

- Check out the CHEMSec report on [Electronics Without Brominated Flame Retardants and PVC](#). You can find product reviews for small and large household appliances, computers, cell phones, TVs, video cameras and more on page 22 of the report.
- See how electronics companies stack up in [Greenpeace's Guide to Greener Electronics](#).
- Healthystuff.org and ifixit.com recently teamed up to test mobile phones for toxics. [See where smart and mobile phones rank!](#)
- Watch the [Story of Electronics](#) to learn more about toxic chemicals and electronics.
- If you're getting rid of old electronics to make way for new ones you're expecting to receive for the holidays, you can check [eStewards](#) for a responsible recycler near you.
- Join the [Electronics TakeBack Coalition](#) to push this industry towards truly green changes.

Organic Wreaths

Looking for pesticide-free, grown-in-the-U.S. wreaths or plants? For delivery as a gift or for your own home, **Pristine Planet** has some good suggestions.

U.S.-Grown & Fair-Trade Flowers

Most cut flowers come from Colombia. Workers in this industry are predominantly women, and are exposed to high levels of toxic pesticides, experience sexual harassment, labor rights violations, and forced pregnancy testing.

Check out **PlanetGreen.com** for domestic and sustainable options, or **TheDailyGreen.com** for fair trade & organic options!

Green Momma Baby Shower Gift with Onesie

The newest, easiest way to let the momma-to-be in your life know that you care about her health, and the health of her entire family! Includes a bound copy of the Green Momma Party Guide, made-in-Montana onesie of organic cotton, and hand-written note from you to the recipient. **Buy one today!**



DIY... (DO IT YOURSELF)

often the “greenest” gift is one that you DON'T BUY!

Better than artificial fragrances from candles, try making a yummy **handmade holiday air freshener!** Not only is it a beautiful gift, but it's a great way to quickly, cheaply and safely scent the home.

Create a gift basket of **homemade cleaning & personal products using WVE's recipes!** Get creative with old jars, ribbon and other scrapbooking supplies for a super cute (and practical) gift!

Get crafty with these project ideas from the **Mindful Momma.** How great are the handmade sweater mittens? You can even find creative ideas for eco-friendly and upcycled gift wrapping, too!

Check out the Center for a New American Dream's **Pledge to Simplify the Holidays** for more ideas!

Want more ways to spike your creative juices?
JOIN US ON PINTEREST!



This holiday season, we are starting a **WVE Holiday Shopping Guide Board** on Pinterest! This will be a continued resource for the latest and greatest in holiday picks, DIY recipes, & other creative gift-giving ideas.

Have an idea? Send it our way!
Follow our boards and share the love!

WVE BOOK PICKS

Give the gift of reading! 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.



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.



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.



The Joy of Green Cleaning
by Leslie Reichert

Have you been thinking about going green but just don't know where to start? Here is a whole collection of simple yet proven green recipes to help you green your cleaning.



Little Changes: *Tales of a Reluctant Home Eco-Mom's Pioneer*
by Kristi Marsh

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.



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.



THIS GUIDE WAS USEFUL, WASN'T IT?

(We are so glad you think so!)

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 mode, here are two things you can do right now to support us in this endeavor:

- This Non-Toxic Shopping Guide is a **FREE** resource for you- but how much would you have paid for it? **Consider making a donation equal to that value** - \$5, \$10, or \$25 - because any amount goes a long way!
- **SHARE** your new love of WVE with a friend! **You can give a donation to WVE in tribute to a friend**, any day of the year. What better way to show you care than by connecting a loved one to an organization that is making all of our lives and communities healthier and happier?

DONATE

advertising

WVE invited several companies to join us this year in making this guide a reality.

This guide is a free resource directly because of the financial support of the following 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 consumer power as well as women-led advocacy campaigns to protect our global health and promote the responsible production and use of products.

Earth Mama Angel Baby title SPONSOR

Safe, hospital recommended, organic and natural herbal products, and USDA certified 100% Organic teas are specifically formulated to support the entire journey of childbirth, from pregnancy through postpartum recovery, breastfeeding, and baby care.

Earth Mama Angel Baby products help ease pregnancy nausea, hemorrhoids, swollen feet and stretch marks, postpartum perineal bruising, episiotomy and cesarean section, breastfeeding's engorgement, mastitis, sore, cracked nipples and milk supply, baby's diaper rash and dry skin, and they keep the whole Family clean, head to toe.

Earth Mama uses only the highest quality ingredients and no toxins ever! Mama's Promise is to offer only safe, pure, natural products that work.

If it doesn't measure up to Mama's standards, it doesn't leave the building.

Promise.

Earth Mama  Angel Baby®
ORGANICS

SPONSORS



Ava Anderson NonToxic: Sharing the message of toxic chemicals in personal care and cleaning products with families across America, while offering alternative quality organic and natural products, and a solid business opportunity. We offer skin care, hair care, body care, baby care, home care, sun care, cosmetics and essential oil scents.

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



ecoSTORE USA products provide safe, healthy alternatives to everyday brands, while at the same time featuring outstanding performance and value for the dollar. All ecoSTORE USA products are plant and mineral based and free of toxic ingredients. That is why we like to say *No Nasty Chemicals™*. Please join us in our journey to share products that are safer for you, your family and the planet.



At **Rejuva Minerals**, all of our products are free from common skin irritants, such as mica, bismuth oxychloride and titanium dioxide. Many of our customers with sensitive skin are able to use our products, as we use only high purity ingredients sourced from respectable leaders in the industry, and organic whenever possible. Manufactured responsibly in the USA; Vegan-friendly & gluten-free; and doesn't contain GMOs or other toxic chemicals. Ranked "Low Toxicity" by the EWG, and "Champion" by the Campaign for Safe Cosmetics.



TruKid focuses on creating healthy habits and promoting positive choices for children and families. Our products are free of harmful chemicals in order to protect little bodies. An innovative approach, determination & dedication to healthy living allow us to create products that have surpassed all expectations. TruKid's philosophy is to create a sustainable future for kids, teaching them to take care of themselves, each other and the environment. Our "Toxic Bad Guys" list raises awareness in parents and kids of potentially harmful ingredients commonly found in personal care products. By educating parents, we hope to assist them in making informed, safe decisions for themselves and their families.

SUPPORTERS



At **Garden Girl**, we take natural skin care seriously, but we aren't afraid to have a little fun! Our highly effective paraben-free skin care and bath & body products are carefully formulated with the best ingredients, steering clear from unnecessary chemicals & additives. Everything you want, nothing you don't! Plus, we go the extra "eco" mile: from minimal, recyclable packaging to offering innovative refill packs, Garden Girl keeps the environment top of mind. So check us out, we know you'll love us.



Novena Maternal Skin Care is an organic, vegan CUSTOM formulated skincare line. Novena specializes in safe and effective pre and post natal facial and body care products for women of childbearing years. Novena's lab is USDA Organic Certified. NO parabens, sulfates, fragrance, gluten, BPA – phthalate. Earth friendly & cruelty free. *Special 10% discount code for WVE members: WVENOV*
Valid through mid-February 2013.