

7 easy ways to limit your toxin exposure

1

Buy Organic

Buying organic means you are limiting your exposure to artificial pesticides, fungicides and fertilisers that are detrimental to your long term health and the health of the planet. While not all products that are made of organic ingredients are certified, it's a good idea to get familiar with organic certification and what the different certification logos stand for.



2

Avoid vague Claims

Vague terms and claims usually mean the company is trying to 'greenwash' you. Greenwash marketing aims to portray products as environmentally friendly or non toxic when they aren't. A claim such as 'All-natural' is an example. Substances such as arsenic, uranium, mercury and formaldehyde are all naturally occurring and toxic. 'All natural' isn't necessarily non toxic or organic.

3

Stay away from 'Fragrance' or 'Parfum'

Skincare and fragrance companies can choose to withhold the ingredients that goes into their unique fragrance. They can list the formulae as 'fragrance' in the ingredients which mean you have no idea of knowing what chemicals are part of that concoction. When it comes to being open about what you are exposing yourself to- if they aren't sharing, we ain't buying.



4

Check your Ingredients

We have to be savvy as consumers and do our own research. The Environmental Working Group have a huge unbiased and scientifically backed database of ingredients and list their risks to your health. They are non profit organisation fighting to improve the environment, increase sustainability and consumer's health. Check out their website if you are unsure about the ingredients safety.

5

Use alternative to Plastic

Plastics such as cling film, plastic bags and water bottles all contain BPA which has been proven to leach into food and water that we ingest. BPA mimics oestrogen in our blood stream which can cause many health problems such as obesity, fertility issues and cancer. Use glass stainless steel, fabric, bamboo or any other natural material instead.



6

Learn about Preservatives

Look at the preservatives on the ingredients list. Ensuring a product doesn't become contaminated with bacteria is difficult particularly if you manufacture large quantities that will be in storage for large amounts of time. The cheapest and most effective preservatives are quite often nasty toxic chemicals that kill bacteria but are also detrimental to your health. Become familiar with commonly used preservatives and their natural alternatives so you can spot them on a label.

7

Drink filtered Water

Our water supply needs to be treated to remove substances that are not suitable for human consumption such as suspended solids bacteria, algae, viruses and fungi. Water is treated with chlorine - added to reduce bacteria and aluminium - added to help remove harmful solids or pathogens. While the levels are claimed to be safe, if you have the option to filter your water so it doesn't contain these chemicals, you should do so.



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