



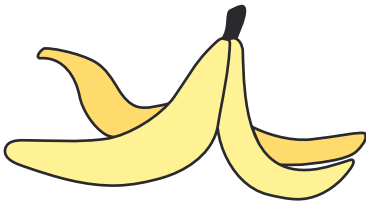
earth & skin

Free Guide

FEATURING...

- Tips for a more sustainable future*
- 5 chemicals to avoid in your products*
- Easy ways to limit toxin exposure*
- All About Greenwashing*

TIPS FOR A MORE *sustainable future*



LIMIT FOOD WASTE

Purchase the right amount of produce for your family to avoid food waste. Start composting food scraps and garden waste to avoid it ending in landfill.



SAVE WATER

Some easy ways to save water include: installing water-saving showerheads, only running the dishwasher when it's full and turning the tap off when you brush your teeth.



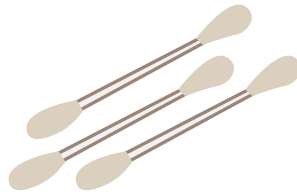
DITCH THE PLASTIC

Most plastic you used as a child still exists somewhere in landfill. Limit plastic waste by investing in a glass drink bottle and reusable containers.



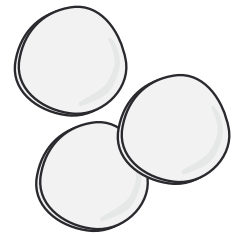
BUY IN BULK

Rather than buying countless small bags of grains and flour in plastic, take glass jars to bulk food stores, it often ends up cheaper too!



BUY COMPOSTABLE

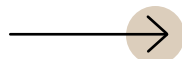
Look for everyday items that are made with more eco-conscious materials such as recycled paper and bamboo. We love bamboo our cotton buds!



BUY REUSABLES

To limit your waste, purchase reusables such as make-up remover pads that can be used for years rather than minutes.

For more tips on
sustainability



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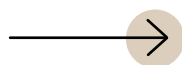
FIVE CHEMICALS *to avoid*

Each of these chemicals have a growing body of evidence that shows the long term health concerns such as reproductive issues and cancer by many government regulatory bodies around the world.

CHEMICALS	WHAT DO THEY DO?	HEALTH CONCERNS	WHAT TO LOOK FOR
Parabens	Inhibit bacterial growth in products such as shampoo, conditioner, shower gel, liquid soaps	Endocrine disrupters, mimics oestrogen and causes cancer and reproductive issues	ethylparaben, butylparaben, methylparaben and propylparaben
Phthalates	A preservative and helps to prolong scents in products	Endocrine disrupters, mimics oestrogen and causes cancer and reproductive issues	DBP (dibutylphthalate), DMP (dimethylphthalate), DEP (diethylphthalate)
Aluminum Salts	Found in antiperspirant deodorant to seal the sweat gland and prevent moisture from excreting.	Increased risk of Alzheimer's disease	Aluminum chloride, aluminum hydroxybromide, Aluminum zirconium.
Phenoxyethanol	Claimed to be a more 'natural' preservative found in cleansers, lotions and even medications.	Depress the central nervous system and produce significant reproductive and developmental toxicity.	Phenoxyethanol, 2-phenoxy, ethanol, 2-hydroxyethyl, [henyl ether
Fragrance	Could be made up of any number of chemicals that do not have to be disclosed to the consumer.	Because you don't know what is in it, you don't know what it could do or what it could react with.	Fragrance, Perfume, Parfum

If this is all sounding too much, there is an easy way. [Visit the EWG 'Skin Deep'](#) and search your current products, it will provide you with a rating depending on how safe it is and the chemicals in your product.

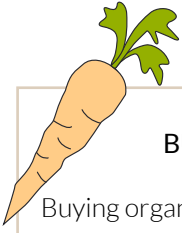
For more tips on natural skincare



[CLICK HERE](#)



WAYS TO LIMIT YOUR *toxin exposure*



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.

CUT DOWN ON PLASTICS

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.



LEARN ABOUT PRESERVATIVES

Look at the preservatives on the ingredients list. 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.



ALL ABOUT

Greenwashing

What is Greenwashing?

Greenwash marketing aims to portray products as environmentally friendly or non toxic when they aren't.

Substances such as arsenic, uranium, mercury, and formaldehyde are all naturally occurring and toxic.

'All natural' isn't necessarily non toxic or organic.

Why is it bad?

We see 'organic' or 'natural' and think we're really getting what we pay for: products that are good for us and good for the environment. And that includes the animals they're not testing on, right? By using the word 'organic' or 'natural' or even part of the word in the product name, the consumer is lead to believe the product is organic or natural when on further investigation it is far from it.

How can I avoid it?

If you are looking for non-toxic beauty products that are manufactured by companies who are astute stewards of sustainability and genuine personal care, there are questions you can ask:

Is the company doing the right thing environmentally?

Do they manufacture in an ethical way?

Are their ingredient claims misleading?

What's on the label?

Have they listed all the product ingredients?

Apply these principles to your own beauty product purchases and you'll be waving good-bye to greenwashing in no time!

Want to learn more? 

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