



# WOMEN'S VOICES FOR THE EARTH

## 2013 NON-TOXIC SHOPPING GUIDE

A Women's Voices for the Earth initiative.

[www.womensvoices.org](http://www.womensvoices.org)

# 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.



## WVE Expert *Jessica Iclisay*

Jessica is the founder and developer of [California Baby](#), the nation's leader in premium skincare for babies and kids and trusted since 1995. Her curiosity, passion and pioneering spirit turned her kitchen experiments into a thriving business that created a niche in the baby organic market.

**California Baby Super Sensitive SPF30 sunscreen.** My everyday favorite, and a must-have to shield mom and baby from UVA and UVB rays. Our formulation is based on a mineral sunscreen to give mommy a safe and worry-free water resistant (80 minutes!) alternative to toxic sunscreen chemicals.

**Oeuf Crib.** I love eco-friendly items that have a chic and stylish design esthetic, and the Oeuf crib fits the bill. Not only are the materials non-toxic, the design safe and practical... it even converts into a toddler bed!

**Lifefactory Bottles.** Say hello to a fantastic alternative to plastic baby bottles. These reusable glass bottles are free of toxins such as BPA and phthalates, thermal shock resistant and cutely decorated with a colorful silicone sleeve for baby's little hands to easily grip.

**Little Green Pouch.** BPA and phthalate free. Use your Vitamix and fill it with your favorite puree recipe and give to baby to enjoy. Reusable, travel size and super convenient for mommy.

**Stockmar Wax Crayons.** Made with beeswax and plant based waxes, these crayons deposit a rich color while allowing for transparent layering. Plus, they look so cool that they will inspire the artist in us all.

**Green Toys.** Too much plastic is produced for toys and then tossed after a few uses. This is why I absolutely love Green Toys: they offer a great selection of classic toys for children of all ages, and all products are made of 100% recycled materials.

**Tegu Magnetic Wooden Blocks.** Beautifully crafted and intellectually stimulating for baby and kids. These blocks have a hidden magnet inside that seem to magically snap together. Tegu does not use endangered wood, yet they have a 'give-back' program to help with reforestation and sustainability.

**Orbit Stroller.** These strollers easily collapse and set up, rotate 360 and recline. As the first company to explore chemicals in strollers, this is a stylish, and innovative stroller that's free of dangerous flame retardants and PVC.

**Ecojot.** Made from post consumer waste, which deserves a big bravo! What I really love are their cute and surprising cover designs. Ecojot donates products to children in need around the world.

**Aden & Anais Swaddle.** Durable and gentle, this swaddle keeps baby comfortable night & day. Sewn with certified organic cotton, baby is wrapped in the best threads for their delicate skin. I love the light texture and the beautiful way they drape.

- Purchase toys made from natural materials such as wood or organic fibers like cotton, hemp or wool. Find safer toys at [True Goods](#), [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.

### WVE Expert *Alicia Voorhies*

Alicia, founder of **The Soft Landing**, is a Registered Nurse and unapologetic medical research geek. She works with her mom and sisters to educate parents about dangers of toxic chemicals in everyday products and their effect on growing children. The Soft Landing team specializes in childproofing and healthy home consultation for families who are interested in protecting their loved ones from physical harm due to toxic chemical exposure.



#### FOR THE WEE ONES.

**Kleynimals Stainless Steel Key Teethers:** A great alternative for teething babies that seem to always chew on lead-filled keys.

**Handcrafted Wooden Cow Xylophone:** Little ones can make music without the exposure to toxic chemicals in the water-based paints & varnishes for this toy.

**Dandelion Handcrafted Pretend Play Rattles:** These eco-friendly, easy to grasp rattles are eye-catching, making the perfect grow-with-me, washable toy.

**Plan Toys Miracle Pounding Set:** Constantly moving balls help hone hand-eye coordination, and no worries when baby mouths them either.

**WOW Sidney School Bus:** The WOW school bus provides a fun, safe way for toddlers to learn shapes and organizational skills.

**Rich Frog Sparky Rabbit Natural Rubber Baby Teether Toy:** PVC-free bath toys and teethers that fit the bill perfectly.

**Hevea Natural Raw Rubber Bath Toy - Polly Fish:** If it's in a baby's hand, you can bet it'll end up in their mouth! So why not make sure their bath toys are made from non-toxic materials?

#### FOR OLDER KIDS.

**HAPE Bamboo Collection Rapido Game:** Ever heard of bamboo "marbles"? Oh yes, Hape made it happen with this memory building game for kids.

**3-in-a-row Friend Game:** Made from rubber wood, this game is made using non-toxic paints, dyes and lacquers and formaldehyde free glue.

**Arterro Wool Felt Bugs Kit:** Your creative kids can replicate the amazing bugs in nature with art supplies that help protect them like 100% natural wool felt shapes, glass and wooden beads.

**Haba Animal Upon Animal Game:** The unique balancing game's pieces are made of wood that is taken only from PEFC-certified sustainable forests in Germany.

**Sprig Toys Blocks Ol Mac's Barnyard Playset:** Sprig rocks the barnyard with their battery-free, eco-friendly, paint-free, kid-powered toys that are made from recycled materials.

**Max's Mud Organic Sculpting Dough:** What a find! Max's Mud provides a truly worry-free sculpting dough that is made with certified organic, gluten-free rice flour.

## tips & resources

- Look for fitness apparel from companies that offer certified organic cotton or Merino wool fabrics—or those that have been certified by **bluesign®**, which tests for safety for consumers and the planet.
- Avoid fitness gear (such as hand weights, yoga mats, etc.) made with materials such as petroleum-based plastics, PVC, or phthalates, which have been linked to concerning health effects.
- A recent German study revealed that store-bought bottled water has a whopping 25,000 chemicals inside, including hormone disruptors strong enough to mimic a prostate cancer treatment drug. Tap water tested did not have these hormone disruptors present. Opt for BPA-free, reusable, stainless steel water bottles for your workout instead.



### WVE Expert *Erinn Morgan*

Erinn is a women's fitness gear & apparel expert, and founder of **WomensMovement.com**, an online magazine for women who are passionate about fitness and healthy living, and the author of *Picture Yourself Going Green: Step-by-Step Instruction for Living a Budget-Conscious, Earth-Friendly Lifestyle*.

**A good foundation:** I love Icebreaker's **Rush Bra** or **Rush ¾ Tights**, crafted of responsibly-farmed New Zealand Merino wool. They are soft, good-looking, and performance-minded—and come with a BaaCode to trace the garment's origin back to the farm.

**Outdoor aerobics:** A perfect fit for winter running or skiing, **Patagonia's Women's Merino 3 Midweight Zip-Neck** is bluesign® approved; crafted from 100% recycled Capilene® polyester and responsibly-sourced Merino wool; and are chlorine-free.

**Namaste:** Gaiam's no-slip **Sol Dry Grip yoga mat** is made of closed-cell material to seal out germs, odors and bacteria—and is ideal for latex sensitivities yogis.

**Post-workout:** Head out post-workout in non-toxic style with Ibex's **Synergy Hoody**, crafted with half organic cotton and half New Zealand Merino wool.

**Wash it consciously:** A great, non-toxic stocking stuffer, **Nikwax BaseWash detergent** is perfect for fitness-wear in your laundry: 100% water-based, biodegradable and does not contain fluorocarbons/VOCs.

**Hydrate Healthfully:** Studies show that bottled water hosts hormone disruptors. Instead, gift BPA-free, stainless steel or aluminum reusable water bottles instead, such as the **AVEX Brazos Autoseal Stainless water bottle** or the USA-made recycled aluminum **Liberty Bottleworks Artisan Meadow water bottle**.

**Sustainable Socks:** A perfect stocking stuffer: non-toxic, U.S.-made, Farm to Feet collection of hiking and active socks. My pick: **Boulder Crew sock**, in Merino wool farmed in the Rockies.

**Active Salve:** For skin protection and aches, I love **Fountain of Youth Salve** made by Megan Helbert, the wife of canoe guru and swiftwater rescue instructor Eli Helbert, from fully organic ingredients.

**For Shredders:** If you have a shredder on your list, the **Jones Snowboards Mothership** is a women's freeride snowboard built with 100% FSC-certified wood, recycled sidewalls, and VOC-free film topsheets.

**Organic Fuel:** **Kit's Organic Fruit & Nut Bars** are a great quick, non-toxic fuel made with certified organic whole foods ingredients, and are gluten-free, soy-free, & dairy-free.



# cosmetics, perfume, cologne & lotion

## 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 Think Dirty will give you easy-to-understand info on the product, its ingredients, and cleaner options.

### WVE Expert *Sherrell Dorsey*

Sherrell is an eco-glamour expert, speaker, social entrepreneur, author of *Eco-Glamorous: A Fail-Proof Guide to Ditching Toxic Beauty Products, Protecting Your Health & Greening Your Beauty Routine* and creator of the popular eco-beauty blog [OrganicBeautyVixen.com](#). Sherrell strives to help others navigate sustainable living at the intersection of environmental responsibility and economic development.



**HollyBeth Organics' Grits & Honey Scrub.** Honey is a natural humectant that draws water into the skin and makes dry skin supple and soft. Honey plus Vitamin E and sweet almond oil smells great and keeps skin quenched.

**Exuberance Beauty Green-Tea Facial Cleanser.** Perfect for all skin types, this fragrance-free cleanser offers deep cleaning without over-drying the skin. Witch hazel & lavender balance and leave the skin radiant.

**100% Pure Pomegranate Antioxidant Hydration SPF20.** Sun protection year-round is always in style. This chemical-free hydrating protector is lightweight and moisturizing.

**Shea Radiance Hair Nourishing Cream.** This cream is suitable for daily use, offers lightweight moisturizing for textured hair, and paraben free.

**Suki Velvet Cream.** Luxury! This all-over cream offers great hydration without heavy fragrances. Chamomile softens skin & green tea delivers antioxidants.

**Sheswai.** Polish doesn't have to be toxic or boring. Sheswai nail lacquers are free from formaldehyde, DBP and toluene, and come in fantastic colors that never sacrifice on fashionable play.

**Gabriel Cosmetics Zuzu Lux Gluten-Free Lipstick.** Gabriel lipsticks are packed full with oils like sesame, jojoba and safflower to keep lips both moisturized and preservative- & lead-free.

**Archipelago Soy Wax Candles.** Set the mood with soy candles that burn cleaner and aren't laden with heavy chemical fragrances or scents.

**Weleda Body Wash.** Soaps tend to contain heavy fragrances and detergents. Weleda's body washes are made without sulfates and feature an array of essential oils for a therapeutic shower-time experience.

**Carol's Daughter Body Jelly.** Ditch the Vaseline and petroleum jelly for this body jelly, made of beeswax, sweet almond oil and more to wipe away dry skin and seal in moisture.

# tips & resources

home

Thanks to True Goods' "**Health & Impact Profile**" (HIP) for these resources:

- **Cookware:** Avoid exposure to cancer-causing PFOA from Teflon and other non-stick surfaces by phasing them out of your home and purchasing stainless steel or cast iron. When choosing a ceramic cookware or bakeware item, be sure the glaze is lead-free.
- **Furniture:** Finding safe furniture can be tough! Consider natural options, like wicker and wood, that also 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 higher 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)



## WVE Expert *Elizabeth Wasserman*

Fueled by a passion for preventive health, a commitment to clean living, and a strong belief in corporate responsibility, Elizabeth launched **True Goods.com**, a new online shop for non-toxic products, with a mission to help customers harness their purchasing power to create healthier lives and a more sustainable environment.

Why not create a fabulous gift basket for that cooking, decorating, or household health maven in your life? We've handpicked these beautiful and truly effective non-toxic product lines to make your gift giving a breeze this season.

**Organic Bamboo Kitchen Essentials.** From beautiful cutting boards and cooking utensils to coasters and hors d'oeuvres trays, **Bambu Home** represents the best of the best in organically sourced bamboo.

**Designer Dish & Hand Soap.** Haven's deliciously addictive **Zest & Spice Castile Soap** is a blend of moisturizers and natural solvents, making it perfect for dishes and hands, and packaged in bottles so gorgeous you'll want to leave them out on your counter!

**Fabulous Furnishings.** From baby's room to the guest room, breathe easier with cost-effective, non-toxic mattresses in crib, twin, or full sizes from **Nook Sleep Systems**.

**Holiday Lighting & Room Scents.** RareEARTH's enchantingly scented **soy candles** and **mini room diffusers** contain pure essential oils and are free from toxic metals, harmful synthetics or endocrine disruptors, and the candles are gorgeously hand-pigmented with natural minerals by expert artisans.



## WVE Expert *Micaela Preston*

Micaela is a green lifestyle writer and marketing consultant with a passion for sustainable products and brands. Her popular blog, **Mindful Momma**, provides inspiration for living a green and healthy lifestyle while balancing life with children. Micaela lives in Minneapolis with her husband and two boys. When she is not writing, she can be found whipping up a healthy meal or the latest eco-craft. Follow Micaela on **Twitter, Facebook, Pinterest, Google+ and Instagram**.

### **Crafts/Sewing**

#### **DIY Cloth Napkins**

from DIY Your Way

#### **Bottle Cap Flower Magnets**

from Positively Splendid

#### **Wrapped Washer Necklaces**

from Design Mom

#### **Felted Sweater Coasters**

from Green Your Way

#### **Necktie Cuff Bracelet**

from Linda Eve blog

#### **Baby Burp Cloths**

from Dana Made It

#### **Soft Baby Toy**

from Curious Kangaroos

### **Beauty Products**

#### **DIY Body Polish**

from Mindfully Frugal Mom

#### **Homemade Whipped Body Butter**

from Mindful Momma

#### **DIY Almond & Oatmeal Bath Soak**

from Feathers and Freckles

#### **Homemade Lip Balm**

from Mindful Momma

### **Food Gifts**

#### **Chocolate Orange Truffles**

from Mindfully Frugal Mom

#### **Homemade Vanilla Extract**

from EcoKaren

#### **Flavored Vinegar**

from Rattlebridge Farm

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!



## tips & resources

- Opt for clothing materials produced without pesticides such as organic cotton, wool or hemp. One option to search for safer brands is the [Good Guide](#).
- Look for vintage clothes or gently used fashions from thrift shops and consignment stores—it's a great way to find unique fashion and .
- Look for certifications on labels such as: **bluesign®**, **GOTS (The Global Organic Textile Standard)**, **Oeko-Tex® Standard 100**, **SA8000** and or **Fair Trade Certified™**.



### WVE Expert *Shona Quinn*

Shona is the Sustainability Leader at **EILEEN FISHER**, where her work focuses on guiding the company's environmental strategy. Shona researches the ecological aspects of clothing, including exploring material selection, life-cycle thinking and women's conflicting role as the planet's primary caregiver and consumer.

Did you know clothing is either: petroleum, plant or animal based? Just like people, plants (cotton, linen, rayon) and animals (wool, cashmere, silk) need clean air, clean water & healthy soil to thrive. Unfortunately our air, water & soil quality are all stressed resources. Now take a look in your closet. If your clothing could quietly whisper to you where it came from and how things could be better, what would it say?

#### **Eco Tips.**

Here are a few things to keep in mind when shopping for clothes, during the holidays or anytime of year.

- **Rethink:** Think long and hard about the role clothing plays in your life. What image are reflecting to the world? Does your clothing express your true identity? Do feel good emotionally and ethically?
- **Research:** Ask your favorite company how they are supporting eco-friendly products and services. Also, take a moment to review how companies share their environmental work. [Nike](#), [Timberland](#), [Patagonia](#) and [EILEEN FISHER](#) are examples of companies offering helpful environmental information on their websites. Finally, check out two non-profits: [Made-By](#), which offers an environmental benchmark tool for fibers, and [Textile Exchange](#), that has a [Guide to Making Informed Choices](#).
- **Reflect:** The holidays are supposed to be about celebration. Yet consumer marketing has changed the holiday focus from celebration to shopping. It's also helpful to remember that gift giving is as much about the giver's satisfaction as it is the receiver's. Take a moment to reflect on what you like about the holidays and how you might give that experience to a neighbor, friend or a family member.



# clothing & accessories

## **Throw a Green Party:**

This time of year is really about connection. Instead of giving gifts, try gathering women to celebrate our power to support positive change:

- **Gift of Insight Party:** Gather friends and fashion magazines, then start by cutting images out of magazines and making collages. Ask each other what stories you have been told about yourself by media. Then create another collage that reflects what stories you want to tell about yourself. Ask what steps might you help each other take to make that happen?
- **New-to-You Swap Party:** Invite your friends to bring their nicest unwanted items to donate and then they can “shop” for free! If it’s a small group, consider inviting friends who wear similar sizes or focus on accessories. Pick a theme—like Dresses & Drinks, Purse Party or Tee Time.
- **Upcycling Party:** Create a new item from a recycled garment—for example, unravel an old sweater to make a new scarf or turn a women’s skirt into a toddler’s dress.

## **Green Gift Ideas:**

Instead of giving your friends and loved ones more clothes, consider giving them a way to take care of the ones they already own:

- **Mending or Tailoring Gift Card:** Offer the services of a local tailor, so those pants hanging in your girlfriend’s closet will be ready to wear for the next special occasion.
- **Closet Cleaning Gift Card:** Enlist the services of a local personal clothing consultant and help your friend declutter and rethink her wardrobe needs.
- **Mending Kit:** Update a friend’s sewing basket. Items you might include: a depiller, a snag needle and darning yarn & needle.
- **Wash Green Basket:** Refresh a friend’s laundry care products. A garment steamer (extends garment’s life), lavender linen spray (can be homemade), 7th Generation natural 4X Concentrated Liquid Laundry Detergent Geranium Blossoms & Vanilla, Ecover Delicate Wash, Ecover Stain Remover, and some wooden clothes pins.

## **Helpful Shopping Hints:**

- **Play favorites:** Did you know we wear 20% of our clothes 80% of the time? That’s why it’s good to play favorites and buy only what you love. If you don’t see yourself wearing it in three years, put it back.
- **Explore the new look of vintage retailers:** Recruit a friend and hit the newest vintage and thrift stores. For NYC bound folks, personal clothing consultant, Maria Turkel suggests these Soho stops: HousingWorks, Amarcord and What Goes Around Comes Around. If you don’t happen to have an upscale secondhand shop nearby, you’re in luck: they’re setting up shop online.
- **Take a vacation from fashion:** Slow down when making purchasing decisions. Perhaps even stop for a few months and reflect on your clothing needs and wants.

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.

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***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 & 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.

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***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.

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***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.

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***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.

WVE book picks



# WOMEN'S VOICES FOR THE EARTH

## 2013 ADVERTISING PARTNERS

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

Having a baby changes your perspective on the world. As a parent, there's a moment when you realize that you're only here only for a short time, but what you do really matters. Like all parents, we want products for our babies that are safe, natural and effective. We believe that babies shouldn't be guinea pigs for giant multinational corporations, their accountants and chemistry labs. Our simple goal is to use what nature gave us to make babies safe and comfortable and to do

that while keeping a light footprint on the earth - even before it was the coolest thing to do. That's why California Baby products are made to meet the highest environmental and dermatological standards at our FDA registered and certified organic Los Angeles, California facility.



Super Sensitive™ Shampoo & Bodywash and Calendula Cream  
newborn essentials for baby's delicate skin – all-natural goodness from head-to-toe!

We encourage you be a part of our group hug! Visit or scan this QR code for a very special offer:





# 2013 ADVERTISING PARTNERS

**title partner:** CALIF♥️RNIA BABY®  
trusted since 1995

From its humble, homemade beginnings in founder & developer Jessica Iclisoy's living room, California Baby has come a long way. The natural skincare line with organic, sustainable ingredients continues to lead the natural baby skin care category in natural and mass markets. California Baby works with leading raw material suppliers to create and pioneer safe, new and improved green ingredients.

True to their toxin-free, sustainability-focused roots, they steer clear of Diethanolamine, sulfates, dyes, numbing agents, and ingredients that can trigger allergies in young ones or chemically sensitive adults. Their strict standards ensure that products contain no carcinogens such as 1-4 Dioxane or phthalates. All essential oils are third party tested for purity.

The company's mission extends far beyond creating products that are safe for children and healthy for the environment. They strive to educate and enlighten parents to simple principles of natural living, adhering always to their founding philosophy: what's good for the environment is good for families.

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

**featured partner:**  
*Ava Anderson Non-Toxic*

Ava Anderson Non-Toxic: 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, suncare, cosmetics and essential oil scents.



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

# 2013 ADVERTISING PARTNERS

## featured partner: *The Honest Co.*

The Honest Company passionately believes in creating effective and unquestionably safe, eco-friendly, beautiful, convenient, and affordable products for babies and homes. The growing product line includes eco-friendly diapers, and a natural line of bath, skincare, home cleaning, and organic nutritional supplements – all packed in convenient bundles that can be personalized, and shipped anytime. It is a one-stop-shop for the safest products, best service, and most useful tools and information for today's modern families, with the ultimate goal of redefining the family brand by helping create healthier, happier homes, and a better future for all children.



**HONEST.COM**

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



## featured partner: *Kelly Teegarden Organics*

Kelly Teegarden is a stage III Thyroid Cancer survivor that was misdiagnosed at the age of 38, with three babies under age 5. She had a 50% chance of survival and a 50% chance of being mute. Her prayer was, "If you give me another chance to live and raise my babies, I will do something to make a difference in the world." After thousands of hours researching why she could have had cancer in at all, Kelly learned about the toxic chemicals in many of the products and food she used. She decided to create a non-toxic skin care and cosmetic line without harmful toxic ingredients. KTO's goal is to educate women to make choices that prevent chronic exposure to cancer-causing and endocrine disrupting ingredients.

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

# 2013 ADVERTISING PARTNERS



## featured partner: *True Goods*

True Goods is tired of corporate greenwashing and the secret life of labels. That's why our new online shop has safety standards that are non-negotiable, period.

We believe we all have the right to know what's in the products we bring into our homes, and we help you harness your purchasing power for a healthier, more sustainable life.

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



**Earth Mama, Angel Baby's** safe, hospital recommended, organic and natural herbal personal care products, certified organic castile soaps, 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. No worrisome 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 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, we're donating 5% of our proceeds to WVE. **Shop now!**

# 2013 ADVERTISING PARTNERS



**Good Clean Love**, a sexual health company, creates and distributes premium organic/natural intimacy products and educational resources for building healthy, loving relationships. Our best selling organic lubricants have been named the safest products on the market in independent scientific research. 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. Our weekly radio show, *The Opening Door*, has 10K listens per month and is broadcast on terrestrial radio in San Francisco and Phoenix.



**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!](#)



**greenblendz, Inc.** 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.



just the goods

**Just the Goods** was founded on the belief that everyday indulgences shouldn't cost the earth or our health. As a Champion member of the Compact for Safe Cosmetics, we show it's possible and affordable to look and feel great without exposure to petrochemicals, parabens, sulfates, phthalates, and artificial fragrances, dyes, and flavours. Handcrafted items have vegan, plant and mineral ingredients to offer "just the goods," nothing else.



# 2013 ADVERTISING PARTNERS



**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.



**TruKid** has been Making life easier for parents with 100% all natural TruKid products that families can trust. Developed by Jennifer Adams Bunkers, CEO and mother of six, TruKid is dedicated to providing extra gentle, eczema-safe skin and hair care for kids. We encourage kids to be independent with our innovative Symbol System and easy-to-use products. With products like our award-winning sun care, no mess on-the-go stick lines, and conveniently pre-measured single-use BathBlasts (bubble bath pods), TruKid is designed for busy families and tailored for kids.

## 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, consider this:

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!

**DONATE**