



# Your Home and Your Health

## PRODUCT LIST

### HOW HEALTHY ARE YOUR Body Care Products

Did you know? **Natural**, **plant-based**, and even **organic** can be used on body care product labels without meeting any requirements?

Even though ingredients are included on the label, it's not always easy to know what's healthy and what's not. Plus, **fragrance ingredients do not have to be disclosed** and often include disease-causing hormone disruptors, carcinogens, and asthmagens.

Luckily, truly healthy skincare, make-up, and body care products have come a long way. You **can** choose healthier products for your family, without sacrificing performance. **I'm here to show you how!**



Hi! My name is Emma Rohmann. I'm a mom and environmental engineer specializing in home detoxes without the overwhelm.

I have been living green in my own home for over 15 years. It seemed straight-forward at first, but then I had my kids and I wanted to make sure I was making the right choices. When I began to really look into green and healthy home strategies, I found that there was a lack of balanced (and science-based) information out there.

So, combining my engineering degree and 10 years' experience as a green building consultant, I help moms and moms-to-be reduce toxins at home so you can stop worrying and no longer waste time and money on products that don't work.

### HOW TO CHOOSE HEALTHIER PRODUCTS?

Product manufacturers know you're looking for non-toxic options, and they know what to say on the label to make them sound good. Unfortunately, terms like "natural", "non-toxic", and "green" are often misused – this is called greenwashing.

**Read on for a list of popular brands to find out whether they're greenwashed or not, and which healthy products actually work.**



Green at Home

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Not all products across all brands are equal. Always do your research about ingredients before purchasing a product to ensure it is right for you. None of the products listed are intended to be endorsements nor guarantees of ingredients or performance. Ingredients obtained from the product website, Think Dirty, and/or EWG Skin Deep and are subject to change. © Green at Home 2019



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## GREENWASHED BRANDS

These are some of the more popular brands that are commonly thought to be green or non-toxic, but contain ingredients that are potential hormone disruptors, carcinogens, asthmagens, and more.

### **Alba Botanica**

Ingredients vary widely by product. Commonly used ingredients include: **synthetic fragrance** (asthma and hormone disruption concern), **skin irritants**, **endocrine disruptors**, **petroleum products** (carcinogen contamination concern), and **environmental toxins**.

### **Aveeno**

(including Active Naturals and Baby lines)

Ingredients vary widely by product. Commonly used ingredients include: **synthetic fragrance** (asthma and hormone disruption concern), **skin irritants/sensitizers**, **petroleum products** (carcinogen contamination concern), **formaldehyde-releasing agents**, and **environmental toxins**.

### **Body Shop**

Ingredients are not available on their website. According to EWG, commonly used ingredients include: **synthetic fragrance** (asthma and hormone disruption concern), **parabens**, **skin irritants/sensitizers**, **petroleum products** (carcinogen contamination concern), **formaldehyde-releasing agents**, and **environmental toxins**.

### **Johnson's**

(including Baby line)

Ingredients vary widely by product. Commonly used ingredients include: **synthetic fragrance** (asthma and hormone disruption concern), **parabens** (hormone disruptors), **skin irritants/sensitizers**, **petroleum products** (carcinogen contamination concern), **formaldehyde-releasing agents**, and **environmental toxins**.

### **Lush**

Ingredients vary by product. Commonly used ingredients include: **synthetic fragrance** (asthma and hormone disruption concern), **parabens** (hormone disruptors), **skin irritants/sensitizers**, **respiratory and skin toxicant or allergen**, **petroleum products** (carcinogen contamination concern), **formaldehyde-releasing agents**, and **environmental toxins**.

**Healthier brands are on the following pages – keep reading! Plus at the end I share label reading tips to help you avoid greenwashing...**



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These brands tend to perform well and are easy to find. These are good options for those switching from conventional products and are OK with less toxic products rather than all natural.

- Attitude**                      **Naturally-derived** (though often chemically processed) **and less-toxic synthetic ingredients.** EWG Verified, EcoLogo Certified.
- Avalon Organics**              **Naturally-derived** (though often chemically processed) **and less-toxic synthetic ingredients.**
- Arbonne**                        Read labels on each product. Some are OK, but others contain **synthetic fragrance**, among **other toxics.**
- Bite Beauty**                    Contain **synthetic colours which may be derived from petrochemicals** (may contain carcinogens and neurotoxins, bioaccumulation concern).
- Burt's Bees**                    Ingredients vary by product. **Naturally-derived** (though often chemically processed) **and synthetic ingredients.** Some products contain synthetic fragrance and skin irritants.
- Desert Essence**               **Naturally-derived** (though often chemically processed) **and less-toxic synthetic ingredients.**
- Everyone Soap**                **Naturally-derived** (though often chemically processed) **and less-toxic synthetic ingredients.**
- Giovanni**                        **Naturally-derived** (though often chemically processed) **and synthetic ingredients.** May contain ingredients with low-concentration carcinogen contamination.
- Honest Company**              **Naturally-derived** (though often chemically processed) **and synthetic ingredients** (some are toxic to aquatic life, known skin sensitizers, and may contain fragrance).
- Hugo Naturals**                **Naturally-derived** (though often chemically processed, including a potential hormone disruptor) **and less-toxic synthetic ingredients.**
- Ilia**                                Contain **synthetic colours which may be derived from petrochemicals** (may contain carcinogens and neurotoxins, bioaccumulation concern).



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### GREEN-ISH BRANDS – CONT'D

<b>Live Clean</b> (including Clean Earth and Baby lines)	<b>Naturally-derived</b> (though often chemically processed) <b>and synthetic ingredients</b> (some are known skin irritants, and may contain carcinogen contamination). No parabens, phthalates, DEA.
<b>Nature's Gate</b>	<b>Naturally-derived</b> (though often chemically processed) <b>and synthetic ingredients</b> (including synthetic fragrance, penetration enhancers, and skin irritants). No parabens, phthalates (including in fragrance), or petrolatum.
<b>Tom's of Maine</b>	Ingredients vary by product. <b>Naturally-derived</b> (though often chemically processed) <b>and synthetic ingredients</b> (including skin irritants and those potentially contaminated with low-concentration carcinogens).
<b>Weleda</b>	<b>Naturally-derived</b> (though often chemically processed) <b>and synthetic ingredients</b> (some products contain synthetic fragrance).

### GREENER BRANDS

If you're looking for healthier options, check out these greener and healthier alternatives *that work*.

<b>Beauty Counter</b>	Natural and non-toxic synthetic ingredients. Free from synthetic fragrance. Most products made in USA and Italy.
<b>Consonant</b>	Natural ingredients, made in Canada. (Downside: contains palm oil.)
<b>Carina Organics</b>	All-natural, made in Canada. CertClean certification.
<b>Dr. Bronner's</b>	All-natural, certified organic, made in USA.
<b>Earth Mama</b>	All-natural, certified organic, made in USA.
<b>Graydon</b>	All-natural, made in Canada.
<b>Green Beaver</b>	All-natural, made in Canada.
<b>Inaygia</b>	Clean make-up line that allows you to create custom products to suit your skin.
<b>Marie Natie</b>	All-natural, certified organic ingredients, CertClean certified, made in Canada.
<b>Pure + Simple</b>	All-natural, made in Canada.
<b>RMS</b>	Natural (a few products use synthetic colour), certified organic ingredients.
<b>Pure Anada</b>	Naturally-derived and less-toxic synthetic ingredients, made in Canada.
<b>WORLD</b>	Natural products for hair and skin.



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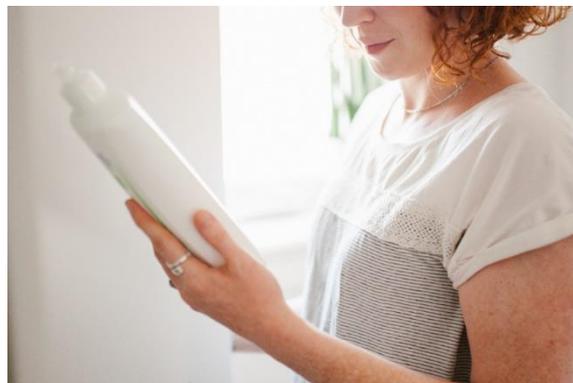
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## HOW TO READ LABELS

To help you read complicated ingredient labels, you can use apps like [Think Dirty](#) or [Skin Deep](#). Just remember that the ingredient database may not be up-to-date and some of the ratings might not align with your personal goals so be sure to read the details.



**If you're looking for support from a community of like-minded people working to create healthier homes too, be sure to join my Green Product Forum Facebook Group!**

**[Request to join here.](#)**



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