

Pointers For Parents

Keeping A Kid-Healthy Home

(NAPSA)—Pound for pound, kids eat, drink and breathe much more than adults and are therefore exposed proportionately to more contaminants that food, beverages or the air might contain. Children also live and play at ground level where many pollutants tend to settle, making them more vulnerable to common household hazards.

That's the discomfoting news. The good news is that creating a safe, healthy home environment doesn't have to be a challenge. Try these tips for a kid-healthy home:

- Use cleaning products made from natural, nontoxic, plant-derived, biodegradable ingredients and essential oils. They won't leave behind harmful chemical residues or pollute indoor air.

- Choose natural baby and personal care products. Choices like Seventh Generation's Free & Clear line of products and chlorine-free diapers and wipes don't expose your children to toxins.

- Don't use pesticides or chemical flea and tick preparations for pets, including flea collars, shampoos and treatments.

- Be wary of soft, flexible plastic and vinyl toys, and polymer clay products. These sometimes contain toxic chemicals called phthalates, which can leak out of items that contain them.

- Let fresh air into your home regularly. A good healthy air exchange is the best way to rinse out indoor air pollution.

- Store food and pack lunches in No. 1, No. 2, No. 4 or No. 5 plastic containers, which are less likely to leak chemicals.

- Become an educated shopper. Look for products that clearly list all of their ingredients and explain claims like "safe for the environment." Be aware of terms like "natural" and "environmentally



Limiting household chemical use might help keep children safe.

friendly," which are unregulated and can mean anything.

One company that consistently educates consumers about maintaining a healthy, living home for children is Vermont-based Seventh Generation, which is committed to becoming the world's most trusted brand of authentic, safe and environmentally responsible products, including a line for babies.

For 20 years, Seventh Generation has been at the forefront of a cultural change in consumer behavior and business ethics. Its founder and president, Jeffrey Hollender, is a business leader dedicated to safe and healthy products.

"Our products touch families, literally, every day. So we bring children's well-being and environmental health to the forefront in all we do," said Hollender.

For more information on cleaning tips for a healthy home, environmentally responsible baby products and details on joining the "Seventh Generation Nation" community, visit the Web site www.seventhgeneration.com.