

# Environment, Health & Safety

## Protecting Planet Home

(NAPSA)—There's a quiet revolution under way in homes across the country. From the kitchen to the nursery room and the bedroom to the bath, more and more families are questioning the presence of chemical products in their homes and taking decisive steps to replace them with healthier alternatives made from harmless ingredients.

The shift comes in response to news that all too many household cleaners, personal care items, cosmetics and other consumer products contain potentially toxic ingredients that haven't been tested for safety and recent reports linking common household chemicals like Bisphenol A and phthalates to cancer and other illnesses, as well as chronic health problems such as asthma.

"There's no question, we're in the midst of a sea change," says renowned pediatrician and author Dr. Alan Greene. "People are starting to understand what's in these products and how their family's health is affected when, say, they breathe air filled with cleaning product vapors or absorb residues through their skin. At the same time, they're realizing that just a few simple changes can make these problems disappear. And it's often just a matter of making smarter choices when we shop."

That means opting for the many nontoxic alternatives available on supermarket shelves such as those from Seventh Generation. The company provides a variety of natural, nontoxic and effective cleaners for every purpose in the home and 100 percent recycled paper products such as bath tissue and paper towels.



Experts say that when safe and naturally effective alternatives like these are purchased, they protect more than your home. They make a big difference in the health of the world around us because products with biodegradable formulas don't introduce hazardous contaminants into the environment when they're used. Their ingredients don't poison the water or pollute the air, and that has a larger impact than most consumers realize. In Los Angeles, for example, common household products such as cleaners and cosmetics are the region's No. 2 source of air pollution after automobile exhaust.

"The benefits are so great in so many ways," says Greene. "Once people realize how good natural products have gotten and see that using them doesn't involve choosing between safety and effectiveness, they never go back. And that's good news for everyone."

For more information, visit [www.seventhgeneration.com](http://www.seventhgeneration.com).