

The Active Consumer

Ten Tips For Spotting “Green” Products

(NAPSA)—These days, it seems almost everyone wants to go “green,” a popular term to denote products with superior environmental performance or benefits. Here are 10 ways to spot the real deal:

1. Look for products made from natural, biodegradable, renewable and/or recycled materials and ingredients.

2. Select products that offer, in plain English, a complete list of their ingredients.

3. Look for products whose packaging and materials can be easily recycled in your community.

4. Seek out products that conserve energy during their manufacturing and/or final use.

5. Seek out products that save water during their manufacturing and/or final use.

6. Seek out products that prevent waste in some way.

7. Look for information that backs the product’s label claims. Detailed data can often be found on companies’ Web sites.

8. Watch out for vague terms like “environmentally friendly,” which has no legal definition and can mean anything.

9. Look for products that clearly explain their claims.

10. Choose products with a minimum of packaging. For example, 2X concentrated laundry detergents, such as those offered by Seventh Generation, use half as much packaging as regular detergents, creating half as much waste.

Seventh Generation is committed to becoming the world’s most trusted brand of authentic, safe



It is easier to spot “green” products when checking labels for ingredients and product packaging for recycling information.

and environmentally responsible products for a healthy home.

“Consumers are more sophisticated and well informed than ever before, and, rightly so, they expect more from companies and their brands than in the past—not simply in terms of product efficacy, availability and price, but with respect to contributing to society and the environment,” said Jeffery Hollender, founder and president of the company. “We see the role of business in society as that of partner and educator with customers. Together, we can continue to push each other to become better and better—more responsible, more sustainable, more accountable.”

For more information on going green, cleaning tips for a healthy home and details on joining the “Seventh Generation Nation” community, visit seventhgeneration.com.