



Welcome to the Be Green-er Newsletter. We invite you to explore all we have to offer by engaging with our community of like-minded friends as we learn, encourage and engage with one another to help our friends, families and our planet by living a more sustainable, eco-friendly, environmentally conscious lifestyle. You can subscribe to future newsletters by clicking [HERE](#)

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## News

**Announcing Baby Onesies!**  
Announcing our new line of Organic Baby Clothes featuring 100% Organic Cotton Onesies. In adorable designs, our new line will be available in November.

**Discount for our Newsletter Readers**  
Thank you for signing up to receive our monthly newsletter. As our thank you, receive \$5 off your first purchase between now and November 30, 2009 using code: X082009NLTR when you checkout.

We want to hear from you on our forums or in our email boxes. Do you have eco-steps to share, charities you want us to work with or stuff you love! We thrive on advocacy, that's what being the change is all about.

## Weekly Eco Steps

This month, we focused on Reduce, Reuse and Recycle. Reducing our waste and keeping items out of our landfills is EASY and makes a BIG impact on our world. Get information on composting, what and how to recycle along with ideas for reusing everyday items. Find out how with our weekly eco steps:

- [Is That a Sign Taped To Your Trash Can?](#)
- [Can You Reuse It?](#)
- [Can You Compost It?](#)
- [Can You Recycled It?](#)

And remember – share your tips with us in comments on our blogs or in our community forums.

## What Makes Us Hot

Last week I met a friend at a chain coffee shop (not \*bucks but another one). Neither of us was in the mood for a latte and caught off guard without our reusable bottles settled for bottled water. When we finished our waters and were about to leave I asked the Barista if they recycled the plastic water bottles. The Barista commented that “we don’t recycle”. I’m thinking “WHAT!” “REALLY?” – what coffee shop doesn’t recycle? Especially plastic!

This started an outraged conversation with my friend. How could a coffee shop sell water in plastic bottles yet not recycle them? That is unacceptable. And what about all the other waste they produce that could be recycled but ends up in our landfills. Then we realized this business clearly wasn’t alone. As I drove home I created a list in my head of other places I frequent that I have never seen a recycle bin at (convenience stores and gas station for instance). So wait, consumers are expected to recycle, our municipalities provide curbside pickup and community recycle centers. You even get a nasty note if you accidentally put something in there that should not be. Consumer waste is a small portion of the total waste being sent to our landfills – what about business and commercial waste? And why isn’t recycling mandatory?

We appreciate there are many businesses making a difference, but that is just not enough. There are two ways to make productive change in our capitalist society – legislate changes or consumer activism.

Let’s start with consumer activism – a formalized phrase for putting your money where your mouth is. You bet I gave that Barista a hard time about not having recycling. I mean, come on, get a bin, throw them in there and find a place to take them to be recycled. It is not hard and it does not have to cost more. I appreciate that “doing the right thing” is not a motivating factor in business (though it should be). Well businesses can no longer afford not to do the right thing: Because here I am, telling people about the Company that is not recycling (though I am keeping their name to myself for now). And it is the right thing to do. Will I go to their coffee shop again, for now, just so I can give them a hard time about not recycling. But if I don’t speak up who will? If you don’t speak up, who will?

Legislating change is the other option. Given the majority of businesses are for-profit, landfills are a cheaper option for commercial waste than creating a new system to collect, transport and deliver recycling.

Now, my caveat, we should really be reducing our waste to begin with. And if I had not left my reusable water bottle at the office that day I may not have had this experience at all to share. Well, at least today. What we must really strive to do is reduce our overall waste from consumption.

Thus, along with being more conscious about what we throw away, we can legislate changes in product packaging (like a packaging tax as they have in Belgium) and through consumer activism show companies that we do not want products with needless packaging.

## Stuff We Love

10 things we just have to share as they are making our world or our lives better...

1. [Biodegradable Garbage Bags](#) : Given our garbage topic for this month, we could not wait to tell you about [Perf Go Green](#). We always hated that the garbage we did send to the landfill was in plastic! Well – no more. Thanks to Perf Go Green your garbage bags can now be biodegradable.

2. [BioKleen Automatic Dish Powder](#) We are slowly turning all our cleaning products over to the BioKleen brand given the amazing abilities of this particular dish cleaner. Not only did it perform best in our tests for cleanliness and residue, but this cleaner is a super multitasker. It cleans sink stains like a champ and gets out grass and blood stains from clothes. Even better, their products are non-toxic, biodegradable and they do not test on animals.

3. [Jane Iredale Skincare Makeup](#). Heard of mineral makeup? We thought so. Well, not all mineral makeup is created equal. Jane Iredale, the original maven of mineral makeup still manages to outdo the competition with true minerals in gorgeous colors great for our skin. Our favorites are the PurePressed Mineral Powder and Mineral Eyeshadows.

4. [Pacifica Candles](#). Everyone has their favorite candles these days. But many home fragrances and candles contain harmful chemicals that

then become part of the air we breathe. We love Pacifica Candles – not only do they come in beautiful packaging making great gifts – but the scents are subtle when burned. They are made with vegetable soy wax, have lead free cotton wicks, the scents are made with essential and natural oils and are phthalate free.

5. [EPA's Website](#). The EPA's website offers valuable information on waste, recycling, composting and resources for conservation. Check it out!

6. [Preserve Products](#). Seeing a need to reuse the growing amount of recycled plastics, Preserve makes some of the best recycled plastic products. Our favorites are the food storage containers and cutting boards. The storage containers are great as they are a heavier, more durable plastic product for continued use and the screw on tops really stay on. Their products are also BPA free and recyclable.

7. [Green & Black Organic Chocolate](#). It's chocolate right – what couldn't you love. Well aside from gorgeous, rich, smooth flavor, the Green & Black story, organic origins and fair trade practices make it even more worthwhile. Our favorites are the Dark 70% and Mint varieties – but we have yet to find one we didn't love. Not just available in specialty grocery stores, we just saw them this week in CVS!

8. [Glass Jars](#). Nothing fancy here – but have you ever gone into a bath store or perhaps Pottery Barn or a kitchen store and seen all those beautiful glass jars filled with cotton balls, qtips, odds and ends. Well, no need to buy them, recycle the ones from your kitchen. They make great canisters to store little bits and pieces like hair pins, buttons, rubber bands, etc. Or, reuse them for food storage in the pantry or refrigerator. They make great starts for seedlings, make shift flower vases and drinking containers. Or make a display with shells from your favorite beach, stones or other natural items.

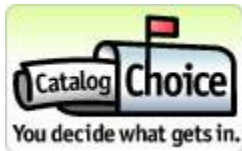
9. [MicroFiber Cleaning Cloths](#). There are many brands to choose from and you will find them everywhere from high end kitchen stores to Target and your local Grocery store. They make them for every task at hand and the whole point – reducing your need for wasteful paper towels (yes, even the recycled ones are still thrown out).

10. [The Story of Stuff](#). A 20-minute, fast-paced, fact-filled look at the underside of our production and consumption patterns. The Story of Stuff exposes the connections between a huge number of

environmental and social issues, and calls us together to create a more sustainable and just world. We particularly like the Consumption and Disposal aspects of the story. It's poignant and a must watch for the whole family.

## Charity Spotlight

In line with our focus this month on reducing waste, what better way to do so than by eliminating unwanted catalogs in your mailbox! Catalog Choice does just that.



Catalog Choice is a free service that allows you to decide what gets in your mailbox while helping save natural resources. It is easy to use and did we mention FREE. You sign up for an account, select the catalogs you wish to stop receiving and Catalog Choice tracks them down. Not only are you saving yourself from unwanted mail, but saving the companies' marketing dollars and our environment's resources. Over 1 million people have already started using it.

Catalog Choice is a sponsored project of the Ecology Center. It is endorsed by the National Wildlife Federation and the Natural Resources Defense Council, and funded by the Overbrook Foundation, the Merck Family Fund, the Kendeda Fund, the Weeden Foundation and the Mead Foundation. The mission of Catalog Choice is to reduce the number of repeat and unwanted catalog mailings, and to promote the adoption of sustainable industry best practices.

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