

Going “Green” Easier Than Ever

(NAPSA)—With over 30 percent of Americans willing to pay 20 percent more for eco-friendly products, according to the Natural Marketing Institute, companies are developing more environmentally conscious products and offerings that are good for consumers’ health and the planet.

Eco-Friendly Tips

1. Eat organic when you can.
2. When consuming bottled water, choose water bottles made from renewable resources, such as plants.
3. When eating seafood, choose the kind that is sustainably fished.
4. Put a stop to unwanted catalogs and save trees by going to www.catalogchoice.org.
5. Join an online group such as SimpleSteps.org, a program of the environmental advocacy organization Natural Resources Defense Council. It will keep you posted on protecting your health, home and environment.
6. Disable your computer’s screensaver, which uses energy, and print on both sides of the paper.
7. Turn down the thermostat in your refrigerator.
8. Clean your home with natural products, such as white vinegar and baking soda. A few drops of essential oil can make things smell fresh and clean.



Photo courtesy of NMI

These include:

- Plastic made from 100 percent natural, renewable plants grown on American soil. For example, Primo Water Corporation has introduced a single-serve water in a renewable water bottle made from Ingeo™ natural plastic, not crude oil, like other plastic bottles.

- What’s known as sustainable materials, such as organically grown natural fibers (e.g., hemp, silk, cotton and wool), soy-based inks, bio-plastics and man-made cellulose, which reduce harmful chemical and energy use

- Hydrogen fuel cells for powering cell phones

- Solar-powered laptop bags using a single solar panel for charging laptops

- Reusable grocery bags

For families on the go, incorporating these growing trends into their lifestyles is more attainable than ever. New products and services make it easy to integrate small changes that can make a big impact on the environment.