

## Project Green Challenge Day 6 - Challenge Greener

For this challenge I went to a grocery store which is Dutch chain called Albert Heijn in my local area.

The three items I chose that are seemingly "natural" based on their packaging, but that you believe could be using greenwashing tactics.

First row of pictures: Vegetarian paté, 100% organic

Second row: An ecological seeming all cleaning spray

Third row: Compressed deodorant says it is better for the environment





All of the products use some form of greenwashing tactics. The pate uses a packaging that portrays as it is very earthy with its wooden style picture.

The spray clearly says on the front Eco but then made their own phrase of it, ecover. The packaging is also very clean with some color.

The deodorant is using greenwashing through the green stripe under cap saying, 'compressed,' but than the 'o' is a leave. This gives a sense of a natural feeling.

The three ingredients that I was unfamiliar with were the following:

- Calcium sulfate - A food additive used to stabilize and firm foods and regular their acidity levels, is found in a variety of processed foods.
- Guar gum - A substance made from guar beans which has thickening and stabilizing properties. Guar gum is a better used as a stabilizer than an additive to processed foods. When the guar gum added over the normal amount it can cause some side effects, from stomach aches to risk of blocking the throat or intestine.
- Butane - An organic compound which is a gas at room temperature and atmospheric pressure. Butane is claimed to be "ozone friendly" but it is bad for the environment and for your own body as it negatively affects your lungs.

Based on my research it seems that the deodorant is a greenwash product. It contains Butane which is a negatively affecting gas but then with deodorant you are spraying it on your body which is even more horrible. Even though the ingredients of the deodorant are unnatural, and environmentally dangerous things the package

seems as if it all natural therefore it is a green washed product. It is a form of false advertising as you are expecting to buy this very natural, organic and healthy product but then it is the total opposite.

The organic and non-GMO alternative of the deodorant is the Nourish Organic Deodorant Stick,



#### My "a-ha" Moment:

I have realized that many products that seem to promote themselves as organic or natural is not always true. They just show a pretty picture but then you have to read the ingredients. My plan to approach grocery shopping in the future is that I am going to read the ingredients before buying the product to prevent harming my own body and the environment.

My name: Anna van Poucke

Team name: Green Power

Email address: [annavanpoucke112@gmail.com](mailto:annavanpoucke112@gmail.com)

School: International School Almere