

Greenwashed.

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Household Product: GrabGreen Bleach Alternative Pods





Three Unfamiliar Ingredients

- 1. Sodium carbonate peroxide
- 2. Sodium carbonate
- 3. Polyvinyl alcohol

Impacts

Sodium carbonate peroxide- could cause a minor rash in high doses



The Verdict

Not greenwashed! Only one out of three ingredients have known impacts and that impact is only if you ingest it, the other ones have no known impacts, therefore the product is not greenwashed.

Food Item: Cherrybrook Kitchen Yellow Cake Mix







Three Unfamiliar Ingredients

- 1. Mononitrate
- 2. Folic Acid
- 3. Riboflavin

Impacts None of these ingredients actually have impacts.



The Verdict

Surprisingly not greenwashed, I thought that since the packaging was not labeled with anything that indicated an actual certification that the ingredients might have health/environmental impacts but they actually don't, therefore this cake mix is not greenwashed.



AVEENO® DAILY MOISTURIZING body wash

This creamy body wash moisturizes for noticeably healthier looking skin every time you shower. The unique AVEENO® formula, which combines nourishing oatmeal with rich emollients, helps to lock in moisture resulting in softer, smoother skin long after you shower. Lightly fragranced, it lathers gently then rinses clean. And it's soap-free, dye-free, and gentle enough for sensitive skin.

AVEENO® ACTIVE NATURALS®

are ingredients derived from nature and uniquely formulated to reveal skin's natural health and beauty.

Essential ACTIVE NATURALS[®] ingredient: Nourishing colloidal oatmeal

DIRECTIONS: Shake well before use. Squeeze body wash onto a wet pouf, washcloth or hands. Work into a rich, creamy lather, then rinse.

FOR SHAVING: Apply by hand as a rich shaving lotion for silky, smooth legs.

INGREDIENTS: water, glycerin, cocamidopropyl betaine, sodium laureth sulfate, Avena sativa (oat) kernel flour, Avena sativa (oat) kernel extract, Avena sativa (oat) kernel oil, Glycine soja (soybean) oil, hydroxypropyltrimonium hydrolyzed wheat protein, hydroxypropyltrimonium hydrolyzed wheat starch, Helianthus annuus (sunflower) seed oil, guar

hydroxypropyltrimonium chloride, tetrasodium EDTA, glycol distearate, polyquaternium-10, quaternium-15, myristyl alcohol, fragrance, citric acid.

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QUESTIONS? 866-4AVEENO; Outside US, dial collect 215-273-8755 or visit www.aveeno.com 麗

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Three Unfamiliar Ingredients

- 1. Guar Hydroxypropyltrimonium chloride
- 2. polyquaternium -10
- 3. Tetrasodium EDTA

Impacts

Tetrasodium EDTA- Lets other chemicals penetrate the skin

Polyquaternium-10- mildly irritating toxic polymer



The Verdict

Greenwashed! Many of the chemicals on the package I could not pronounce and upon further investigation many were actually harmful to your body and healthy bacteria despite the packaging looking organic and claiming a "natural" product.



Aveeno v.s. Acure body lotion-The "a-ha moment"

Loads of toxins you can't even pronounce-many of which irritate your skin...Your skin!? It's a body lotion! You can pronounce every word on the ingredient list and they aren't skin or environmental irritants.



I realized that all I need to do to make sure what I put on my body is good for my body is be able to pronounce the ingredients in my bodycare products and food products when grocery shopping.



Sources

http://thebeautybrains.com/2007/09/anoth er-cosmetic-ingredient-to-be-afraid-of/