



The Planeteers

Day 7  
Organic  
Greener

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# Greenwashing or not?



**Household item:  
Pledge Furniture  
Spray**



**Body Product:  
Herbal  
Essences  
Shampoo**



**Food:  
Nature Valley  
Trail Mix Bar**

**Let's find out!**

# Greenwashed!

## Body Product:

## Herbal Essences Shampoo

### What's in this?

#### Sodium Laureth Sulfate

- A source of allergic reaction for many
- Often contaminated with 1, 4 dioxane, a known carcinogen

#### Fragrance

- There's an average of 14 secret chemicals that aren't listed; many are linked to hormone disruption and allergic reactions
- About 80 percent of the chemicals inside are not tested for human safety

#### Red 33

- The consumption of this dye has been shown to contribute to numerous ailments including ADD, ADHD, and asthma.
- It is also a known carcinogen, which has been banned in many countries.



# Safe Alternative

## Body Product: Acure Shampoo



**Various fruit extracts**  
-These fruit extracts contain many antioxidants and vitamins that are beneficial to your hair.

**Various natural oils**  
-These natural oils are actually beneficial to your hair. For example, coconut oil improves scalp health and prevents hair breakage.

# Conclusion

## Body Product: Herbal Essences Shampoo

**Is this greenwashed?**

Yes, it is! Even though it may look like it contains all natural ingredients, with its roses on the front and even the name, this shampoo contains many ingredients that are irritants and cause allergic reactions to many. I would make sure to use shampoo from Acure from now on, as they contain none of these irritants and instead beneficial ingredients.



# Greenwashed?

## Household item: Pledge Cleaning Spray

### What's in this?

#### Corrosion inhibitor

- Can cause symptoms including rapid onset of headaches, nausea, vomiting, dizziness, and eye, nose, and throat irritation.
- Also can cause CNS depression.

#### Fragrance (again!!)

- There's an average of 14 secret chemicals that aren't listed; many are linked to hormone disruption and allergic reactions
- About 80 percent of the chemicals inside are not tested for human safety

#### Propellant

- Flammable
- Cause the rest of the ingredients in the product to be easily inhaled and absorbed into the body



# Safe Alternative

## Household item: DIY Cleaning Spray



You can actually create your own cleaning spray from a mixture of baking soda, vinegar, and soap. If you wanted to, you can even add essential oils. All these ingredients are healthy and you know what you put into your spray.

# Conclusion

## Household item:

### Pledge Cleaning Spray

#### Is this greenwashed?

Yes, it is! Though it may look natural with that lemon on its cover, this cleaning spray contains ingredients that cause various illnesses, including depression. Since you are spraying that around your house, you get exposed to it many times, which then leads to a high risk of illness.

Using your own self-made cleaning spray can make your house more sustainable and good for your own health!



# Greenwashed?

## Food:

### Nature Valley Trail Mix Bar

#### What's in this?

##### Natural flavor

- The FDA considers more than 3,000 chemical food additives to be natural flavors
- They are designed to be addictive
- Basically perfumes for your mouth
- Loosely regulated by the FDA; it's up to the companies to determine what is considered "natural flavors"

##### Tocopherol

- Actually a derivative of vitamin E
- However, too much of tocopherol increases risks of cancer

##### Genetically Modified

- The risk of unknown side effects are high
- Genetically modified foods need more pesticides, which harm our environment.



# Safe Alternative

**Food:**

**CLIF Nut Butter Bar**



CLIF bars contain all natural, organic ingredients, all which are healthy for you and contain no additives. The ingredients inside these bars actually can lower your glycemic index and provide lasting energy for athletes.

# Conclusion

## Food:

### Nature Valley Trail Mix Bar

**Is this greenwashed?**

Yes, it is! While it does contain many healthy ingredients, there are some ingredients that are questionable and can cause serious health risks. This actually surprised me as Nature Valley's reputation is generally a healthy one. Now, I know to avoid these and eat CLIF bars and other snacks that are healthier.



# Don't Fall For Greenwashed Items!

## Pledge Cleaning Spray



- Contains ingredients that cause various illnesses, including depression

## DIY Cleaning Spray



- Easy to make
- You can know what goes into these cleaners
- Customizable
- Sustainable

# Reflection

All three of these items are ones that we use in our daily lives - shampoo to wash our hair, cleaning spray to clean our houses, and bars for our snacks. We had thought that these items were good for our bodies and our environment, but we thought wrong. This challenge really opened our eyes about reading labels and researching ingredients! From now on, we will try our best to support products that are USDA certified organic to avoid using such harmful products in the future!

# Social Media

## Don't Fall For Greenwashed Items!

### Pledge Cleaning Spray



- Contains ingredients that cause various illnesses, including depression

### DIY Cleaning Spray



- Easy to make
- You can know what goes into these cleaners
- Customizable
- Sustainable



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theplaneteeers\_ Be careful what you buy! They might be greenwashed, meaning companies purposefully use images of nature or words like "natural" to make you believe their products are eco-friendly when they are not.

This is a cleaning spray that I use in my house, but it contains ingredients that are harmful to us and the environment. This challenge really opened my eyes about researching ingredients! Switching to actually organic cleaning sprays or even making your own allows you to avoid using such harmful products in the future! Now, you will know what you are spraying around the house and putting into your bodies.

#pgc2018



9 SECONDS AGO

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