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Take photos of 3 products (1 household item, 1 food item, and 1 body product) that are seemingly “natural” based on their packaging, but that you believe could be using greenwashing tactics.

Household item: Cleaning spray (Mean Green vs Caldrea)

Food: strawberry jam (Great value vs Kirkland Vs Organic Strawberries)

Body product: Dove’s vs Famer’s market (Kb Pure) Deodorant

Look at the ingredient list on each of these products and identify any ingredients that you aren’t familiar with. Research a few of these ingredients (up to 2 ingredients per product) to see if there are any known adverse effects on human or environmental health. Tell us your findings.

Aluminum chloralhydrate (deodorant): linked to Alzheimer’s and breast cancer in humans. [Webmd]

Propane: may cause irritation and frostbite in contact with skin [grover.mirc.gatech.edu › data › msds]. Clean burning but its combustion does produce waste such as sulfur dioxide (greenhouse gas) [<https://education.seattlepi.com › effects-propane-environment-5050>]

High fructose corn syrup (jam): high midwifed, associated with heart disease and obesity. Furthermore, production of this product forms a high ecological footprint.

2-Butoxyethanol (cleaning spray): fire hazard, skin, kidney and blood irritant.

Based on your research, do you think the products are greenwashed? If yes, why? If no, why not?

Yes, to a certain extent. All three conventional products had clean packaging, good marketing and good popularity. It has become the norm to buy name brand goods and forget about all of the organic/ handmade/ naturally occurring/ alternative ones. Fresh strawberries/ homemade jam over sugary jams, oil/ salt based stick deodorants over aerosols and DIY/ local cleaners over questionable hazardous ones.

Select one product you believe to be greenwashed and find a greenwash-free, organic alternative. (*PICTURE BELOW*)

For this greenest challenge I decided to create an argument between my greenwashed/ organic products in 1st person as an entertaining way to spread the message.

Post this comparison to a social media platform of your choice. Caption it with the reason to switch and how you plan to approach grocery shopping in the future. Don’t forget to tag @TurningGreenOrg and use #PGC2019. IG POST:



I look Natural, wouldn't you want a big 'ol dollop of me on your bagel???

Says the one with HIGH FRUCTOSE CORN SYRUP as their second ingredient!!!

Why are you calling out my greenwashing like that, you think you're all innocent with your 'organic'. You may be pesticide free but sugar is YOUR 2nd ingredient.

Guys, guys, we all know who the real winner is here. ORGANIC NON-GMO, LOCAL, REFINED SUGAR FREE fruit. YES, PLEASE

Well... I'm peaceful and made people feel fresh

Excuse me, no my ingredient list is FARRRR more superior plus I won't suffocate people with my scent

Hey, don't forget about me I'm the meanest, greenest of them all!! How are you going to get a clean kitchen surface without using my AMAAAZING antiseptic properties--not to mention my eye-catching look

Actually... not quite. Your main ingredient is aluminum, found to be a carcinogen. You are a well-known CFC and you're very far from organic unlike me. I'm made with high quality coconut oil a naturally occurring scents. I was also both manufactured and purchased in San Diego

Oh

| SECTION II - HAZARDOUS INGREDIENTS | | | |
|--|----------|-----------|--------------|
| Component | CAS # | TLV (ppm) | % (in prod.) |
| 2-hexyl ethanol | 111-76-2 | 25 | <4 |
| Tetra sodium ethylenediamine tetra acetate | 6402-8 | NA | <2 |

