

Azure Kordick
Rosa Saa
Alyssa Zally



Day 4

Organic: Greenest



Veggie Rex
Veggie Rex
VeggieRexPGC@gmail.com
University of Central Florida

Definition of Greenwashing:

- + The act of portraying an organization's products or services as environmentally friendly, only for the sake of marketing.

There are different type of greenwashing:

1. Imageries
2. Misleading labels
3. Hidden trade-offs
4. Irrelevant Claims

Greenwashing can lead to more harm to the environment, despite making opposing claims.





The Challenge

Take photos of three products and research them: one household, one food, one body. That are seemingly “natural” based off of their packaging.



A chemical in each product: Body, Food, and Household



BHT:

is a lab-made chemical that is added to foods as a preservative. People also use it as medicine. **BHT** is used to treat genital herpes and acquired immunodeficiency syndrome (AIDS) “Not only [is it] potential skin allergens, the International Agency for Research on Cancer has classified BHA as a possible human carcinogen,”



PECTIN:

a structural heteropolysaccharide contained in the primary cell walls of terrestrial plants, pectin can cause stomach cramps, diarrhea, gas, and loose stools. People who are exposed to pectin dust at work, such as in manufacturing, may develop asthma.



ETHYL PARABEN:

in the paraben family of preservatives used by the food, pharmaceutical, and personal care product industries. Parabens mimic estrogen and can act as potential hormone (endocrine) system disruptors.

“If you have health, you probably will be happy, and if you have health and happiness, you have the wealth you need, even if it is not all you want.”

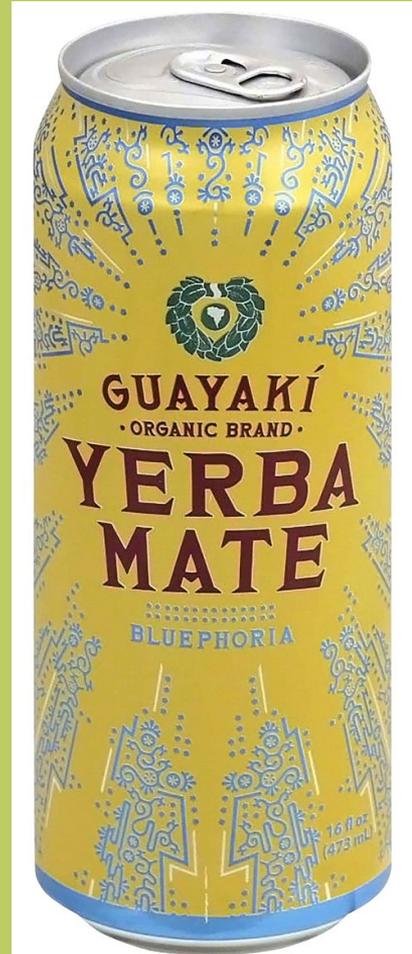
-Elbert Hubbard





When comparing the two, at a similar price why not choose the stronger option?

Just tasting an organic tea would be refreshing to say the least. I would love to know what is in my body, and what produced ingredients I am drinking.





Azure Kordick

Just now · 🌐 ▼

Day 4 of Project Green, and we learned about greenwashing, a marketing trick to convince a consumer that the products they are purchasing are healthy and environmentally sound. We see this with words like "fresh," "pure," "natural," and so on and so on. Look at processed ice tea, and organic clearly labeled ice tea, when comparing the two, at a similar price why not choose the stronger option?

Turning Green #PGC2019