



# Naturally Clean: The Seventh Generation Guide to Safe and Healthy, Non-Toxic Cleaning

By Jeffrey Hollender, Geoff Davis, Meika Hollender

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**Naturally Clean: The Seventh Generation Guide to Safe and Healthy, Non-Toxic Cleaning** By Jeffrey Hollender, Geoff Davis, Meika Hollender

Compelling evidence links the chemicals in household products to cancer, asthma, allergies, multiple chemical sensitivity syndrome—also known as environmental illness—hormonal disruption, reproductive and developmental disorders, and other conditions. Yet cleaning products are exempt from the full ingredient disclosure on product labels as required for food and personal care products and enter the marketplace with little or no testing for potential health risks.

*Naturally Clean* explains the dangers of traditional cleaners and provides illuminating statistics that illustrate how the chemicals found in almost every home are known or likely to cause a host of serious health problems. The book's easy-to-understand introduction discusses basic household chemistry, concepts of toxicity and types of toxic exposure, and the difference between natural, organic, and synthetic chemicals.

A room-by-room guide provides tips for:

- A healthier kitchen
- Keeping your bedrooms safe
- Mold, mildew, and soap scum: spotless bathrooms
- Special precautions for cleaning children's rooms

*Naturally Clean* also features a comprehensive product selection guide that analyzes over 300 natural and traditional cleaners: everything from laundry products through oven cleaners, disinfectants, spot removers, carpet cleaners, and bathroom cleaners. This handy, easy-to-use reference rates the household cleaning products found on the shelves of natural food and grocery stores, providing Seventh Generation's pick of your healthiest and safest options. A resource guide tells readers where to find additional information, and an at-a-glance glossary helps understand key terms.

Royalties from the sale of Naturally Clean will benefit the Children's Health Environmental Coalition in their efforts to educate parents about environmental toxins that can affect children's health.

**Jeffrey Hollender** is president of Seventh Generation, Inc., the leading brand of natural household products, and author of the bestseller *How To Make the World a Better Place*. He speaks on social and environmental responsibility worldwide.

**Geoff Davis** is a freelance writer and editor of Seventh Generation's consumer newsletter *Non-Toxic Times*.

**Meika Hollender** is an author who specializes in personal care products.

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### Editorial Review

Review

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Royalties from the sale of *Naturally Clean* will benefit Healthy Child Healthy World ([www.healthychild.org](http://www.healthychild.org)) in their efforts to educate parents about environmental toxins that can affect children's health.

(2005-05-27)

### About the Author

Jeffrey Hollender is President & Corporate Responsibility Officer at Seventh Generation, Inc., a multiple award-winning company known for its progressive business practices. The founder of a community bank, director of the Social Venture Network, and advisor to The Council on Economic Priorities' best-selling guide book, *Shopping for a Better World*, he speaks widely on social and environmental responsibility worldwide. Geoff Davis is a freelance writer whose work has been featured by a wide variety of nationally known companies and organizations including Ben & Jerry's Homemade, Inc., Gaiam, Inc., the National Geographic Society, and Seventh Generation. He is currently the editor of the Non-Toxic Times, the latter's

monthly consumer environmental newsletter. Meika Hollender is a student and author who's work has appeared in the Green Guide. She specializes in studying personal care products.

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