


# PANEL OF EXPERTS

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<p><b>Question 1:</b> What are some simple lifestyle changes Canadians can make to achieve a green lifestyle?</p>	<p>Next time you're at the supermarket, keep the three 'R's in mind: 'Reduce. Reuse. Recycle'. Reduce your purchases of products with needless packaging. Why buy vegetables wrapped on a foam tray when you can buy them loose in a reusable bag? Why buy single serving yoghurts when you can buy a tub and use reusable containers? And when packaging is absolutely necessary, make sure it's recyclable. You'll be hauling a lot less garbage to the curb each week with a surprisingly fuller wallet.</p>	<p>Going green doesn't have to mean giving up all of the things you enjoy. Some small changes can add up to make a big impact. Consider:</p> <ul style="list-style-type: none"> <li>turning off your computer at night.</li> <li>eliminating bottled water waste by drinking filtered tap water in a reusable bottle instead.</li> <li>changing your light bulbs with energy-efficient versions.</li> <li>shaving a minute or two off your shower time.</li> <li>using environmentally-friendly, natural products whenever possible for everything from cleaning your home to personal products.</li> </ul>	<p>A growing number of environmentally conscious consumers are looking for greener products that meet their lifestyle needs without compromise to performance or benefits they provide. Automotive manufacturers that understand this are developing more fuel efficient vehicles that do not demand large investments in new infrastructure or driver re-education. That's part of the success with the hybrid vehicles, which are designed to reduce the environmental footprint of the automobile, not just from fuel savings and emission reductions but in all aspects of its design, production and eventual recycling.</p>
<p><b>Question 2:</b> In your opinion, how does it benefit Canadians to be more environmentally-conscious?</p>	<p>Smarter choices for the environment are often smarter choices for you in other ways. Reducing your purchases of wastefully packaged products can save you money. Replacing toxic cleaning products in your home with naturally-derived ones can improve your family's health while leaving your house cleaner than ever. Make small lifestyle changes that are win-win for you and the environment; even if they're small changes, they'll have a large impact on the planet because you'll stick with them over time.</p>	<p>Living sustainably can provide a number of benefits to Canadians. For starters, it can save you money. Being more conscious of your water and electricity consumption, for example, can result in lower utility bills. Also, changing the products you use to natural, eco-friendly versions will not only help protect the planet by reducing your personal carbon footprint, it'll also positively impact your health and well-being by exposing you to fewer harsh chemicals. Being more environmentally-conscious is truly a win-win situation in many respects.</p>	<p>We are all more conscious of the need to manage our energy consumption, resource use and reduce our environmental footprint. Minimizing our impact on the environment ensures that it is preserved for future generations. Choosing sustainable transportation options such as hybrids has enormous benefits which lead to a reduction in green house gas and smog forming emissions. Choosing the right vehicle technology helps conserve non-renewable resources such as fossil fuels.</p>
<p><b>Question 3:</b> Is a green lifestyle an affordable lifestyle?</p>	<p>Going green doesn't have to be expensive. In fact, some of the easiest and most tangible ways to reduce your environmental footprint will actually save you money: avoiding products with unnecessary packaging; using concentrates instead of paying for water; buying a smaller, more fuel-efficient car. Some of the newer green technologies are indeed costly and are therefore out of the reach of many. But the most sustainable green lifestyle changes are often the ones that save you some 'green' too.</p>	<p>Thankfully, yes. With our increased awareness comes increased demand, and increased demand for sustainable products has favourably affected the availability and price of green products. They'll continue to become even more affordable, as sustainability becomes more the norm than the exception. This environmentally-conscious awakening means that green products—from lotions to cleaning products—are all widely available at the comparable cost as conventional versions.</p>	<p>Absolutely. There is no model of future sustainable transportation that is not designed to improve the industry's environmental performance. That's why the automotive industry invests \$1 million an hour 24 hours a day 365 days a year in research and development. The near future will see amazing advances in design, safety, alternative powertrain technologies including electric and fuel cell vehicles as well as intelligent transportation technologies that will revolutionize personal mobility—but you don't have to wait because conventional technologies are moving just as fast and each new generation of vehicles is achieving more power and dynamic performance while reducing emissions and fuel consumption.</p>



**PRODUCTS TO AVOID**

Sodium lauryl sulphate, sodium laureth sulphate, and other chemicals with the letter combo "eth" in their name

Cyclomethicone and siloxanes  
Fragrance/Parfum  
Triclosan  
DMDM hydantoin, diazolidinyl urea, imidazolidinyl urea, methenamine, quarternium-15, and sodium hydroxymethylglycinate  
Parabens (e.g., methylparabent)

## Apply Environmental Defence to your products

Cosmetics and personal care products can make us look good, smell good, and feel better.

But, they may also be exposing us to harmful chemicals, sometimes without our knowledge.

That's right. Formaldehyde has been found in baby shampoos. Triclosan is in various antibacterial products. Lead has been found in lipstick. Parabens preserve all kinds of personal care products. And diethyl phthalate (DEP) has been found in fragrances. Some of these chemicals are linked to cancer, while others have been linked to disrupting hormones, damaging the nervous system, or causing birth defects. Yet we are willing to put them on our body and sometimes, inadvertently into our mouths.

The good news is that the government is currently reviewing the Cosmetics Regulations and reading labels can, in part, help us identify safer products. So here are a couple of simple tips to get you started:

Never automatically trust "eco" or "natural" claims on the front of the bottle - always verify these claims by checking out the ingredient list on the back.

Look for products that are made with the fewest number of ingredients and the greatest number of ingredients that can be easily pronounced.

Spend some time on the webpage [www.cosmeticsdatabase.org](http://www.cosmeticsdatabase.org) to check out the safety of various products, ranked on a scale of zero to 10.

Also, remember to be patient as it may take some time before you find an alternative that you like, be prepared to spend a bit more money than you normally would, and of course, be ready to read labels. While they do not tell us everything, it's certainly a good place to begin.

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If it were poison, would you still buy it?



*Products in your home are more harmful than many think.*  
Do you or someone you know suffer from chronic illnesses like asthma, allergies or even cancer?  
*What you don't know, can hurt you!*  
Switch stores and buy reasonably priced products that are safe for your family!

**DISCOVER OUR PRODUCT DIFFERENCE!**  
Skin Sensitive • Non-Toxic • Biodegradable • Plant-based  
No Animal Products or Animal Testing • No Petroleum • No VOCs  
No Dyes • No Parabens • No SLES • No Alcohol • No Ammonia

**ENTER TO WIN WIN WIN**

**WIN \$200** worth of Ardyss Green Clean Product!  
It's easy, ENTER NOW at [www.ardyssgreenlife.com](http://www.ardyssgreenlife.com)

**Early Bird Draw**  
Enter by October 15th to WIN a \$50 Ardyss Green Clean Gift  
Early Bird Draw date: October 17, 2010

Contest closes: **October 30, 2010, 11:59PM EST**  
ONE ENTRY PER PERSON  
CANADIAN RESIDENTS ONLY (excluding Quebec)  
Must be age of majority. No purchase necessary.

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