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respect the body...



Be Choosy! News, Events and Tips November 18, 2009

CHEERS TO FAULKNER HOSPITAL CAREGIVERS!

Faulkner Hospital hosted an informational Supper Series regarding unnecessary chemicals in personal care products and the workplace. Choose Wiser's Kristi Marsh was the **keynote speaker**, enlightening forty healthcare professionals from Dana-Farber Cancer Institute and Faulkner Hospital.

After discussing why harmful ingredients are in every day personal care products, Kristi shared resources to create change in the healthcare environment. A panel of department guests then presented current strategies Faulkner Hospital is implementing in order to achieve a greener, safer facility. **Bravo** to the caring, attentive audience who took time out of their day to expand their skills and knowledge.

Does your workplace offer lunch workshops or educational opportunities for employees?

[Please click here to customize a presentation for spring of 2010](#)

WHOLE LIFESTYLE SPRINGBOARD

January 7th, 2010 Holiday Inn, Mansfield, MA

9:30 am – 12:30 pm



Let's do it Ladies! Register for Choose Wiser's comprehensive workshop and start making changes with enthusiasm!

Learn how to detox your Personal Care Products, Household Cleaning Supplies, Household Environment and Food Sources – in **one interactive lifestyle make-over!**

Start by discovering why harmful ingredients found in everyday personal care products can affect your health. Then become a vigilant consumer. Learn how to take control of daily harmful household cleaner exposure and and poor cozy winter home air quality. Wrap up with a discussion on minimizing antibiotics, hormones, and pesticides ingested at every meal.

Whole Lifestyle Springboard focuses on **money-saving, easy to implement** changes.

[Learn More & Register Here](#)

A-HA! and A PRESENT FOR YOU

Protecting my children from melanoma-causing rays and disease-carrying mosquitoes is my responsibility. Yet I questioned my own actions as I repetitively applied sunscreen to my toddler's skin. I felt like a traitor diligently massaging the creamy layers of oxybenzone into soft pudgy cheeks. You see, I knew oxybenzone was a substance that has a destructive effect on DNA when it is illuminated, as defined in Wikipedia.

Again, with the early evening bug spray routine I felt uneasy. When I sprayed the cloud of malodorous deet on their fidgety limbs, my kids would grimace. I grimaced knowing it was originally tested as a pesticide on farm fields. **As an adult, I felt helpless. What was I supposed to do?**

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I started on a quest to find options. **With the answers**, I felt empowered. Fulfilled in both head *and* heart about my small impactful changes. This past spring-summer-fall I protected my kids from natural hazards, AND felt content with my product choices. Finding those products defined one of my **A-HA moments**.

Do you remember your A-HA moments? A light bulb moment, phrase, or inspiration that energized countless more changes?



Share your experience in paragraph with kristimarsh@choosewiser.com by December 15, 2009 for a gift!

To express my gratitude, you will receive a sample of salt scrub made with 100% organic brown and cane sugars, cinnamon and spice to exfoliate skin. One of my favorite weekly rituals!

The sample is from [Be Green Bath and Body](#), one of Massachusetts' own Campaign for Safe Cosmetics Compact signers.

COSMETICS RECOMMENDED BY JESSA BLADES, NEW YORK MAKE-UP ARTIST

My heart beat rapidly when I was asked to represent the [Campaign for Safe Cosmetics](#) at the *massive* Natural Products Expo East, eager like a teen exploring a new mall.

Thousands of booths beckoned, promoting non-toxic living and displaying their discoveries. More like a wedding receiving line than work, I met one avant-garde industry rep after another. Highlights included a lengthy conversation with a sincere, earnest **Burt's Bees product developer**, and an introduction to Northeast Organic Farming Association.

However, the most **memorable** conversation was a brief chat with Jessa Blades. Jessa is a New York make-up artist and highlighted as one of Glamour Magazines **Eco-Heroes**. Unassuming, natural, confident, I immediately liked her for leading by doing.



Check out the **Today Show interview** on her website [Blades Natural Beauty](#). The video reinforces how non-toxic personal care products are becoming mainstream as consumers are making voices heard, and discusses recommended brands.

Thank you for enjoying my first official newsletter! I would be honored if you would share with friends and encourage them to [sign up](#) for future editions! Till next time, congratulations on **your** journey to choosing wiser, selecting simpler and respecting the body.

Take care,
Kristi Marsh