

## DEDICATED TO SUSTAINABILITY



By Kelly L. Fraga

By making small, conscious choices every day, we can collectively improve our health

and our planet—and leave a lasting legacy for generations to come! What is sustainability really? Like most words, it can have several meanings. When I speak of sustainability, I am speaking about meeting our own needs without compromising the ability of future generations to meet their own needs. The goal is to not only avoid the depletion of natural resources in order to maintain an ecological balance but maybe even improve on those resources!

**Here are some things you can do TODAY to live a more sustainable lifestyle:**

**1. Save water.** Do you know the average family uses over 300 gallons of water per

day? Take care not to toss cleaning chemicals or other toxic chemicals down the drain at home (or work if you can) to avoid polluting local water tables! Best practice is to use the least amount of chemicals in your home as possible.

**2. Go nontoxic at home.** Have you read the statistic from the EPA about indoor air being up to 10 times more polluted than outdoor air due to the toxic chemicals often found in household cleaners and other products? According to the American Lung Association, using spray cleaners can be the equivalent of smoking a pack of cigarettes a day. If you haven't yet done

anything about it, make this the year to start. When you choose eco-friendly, less-toxic cleaning products, detergents, fragrances, candles, body care, and more, you keep your indoor air cleaner and make your home healthier for you, your family, and your pets!

**3. Green your closet!** As a whole, we buy too much clothing, and it's glutting landfills. Remember: reduce, recycle, repurpose, and refuse! Donated clothing often winds up being sent to developing countries, where it's overwhelming local economies. The prescription for all this waste? If you want to live sustainably,

buy less, and when you do buy, buy quality clothing that lasts.

Our quality products help save the earth, your health, and your budget by reducing plastic and single-use paper towels, wipes, dryer sheets, and more. Many of our microfiber products contain recycled microfiber yarn. In addition, 21 of our formulations (and counting) are USDA-certified biobased products. This indicates that a significant percentage of the product is derived from plants and other renewable agriculture, as well as marine and forestry materials. Contact me to learn just how easy it is to start living a healthier, more sustainable life today!



**Kelly L. Fraga**  
[kellylfraga@gmail.com](mailto:kellylfraga@gmail.com) | [kellyfraga.norwex.biz](http://kellyfraga.norwex.biz)  
 267.244.1063

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