


TOXIC TRIVIA

How simplyneutral differs from some other green cleaners

How we're different	Why it's bad	 Where it's found
No SLS or SLES	<p>Sodium Lauryl Sulfate (SLS) and Sodium Laureth Sulfate (SLES) are used to help products foam up. Both can be bad news for our health. (See 1,4-dioxane below, as it relates to Sodium Laureth Sulfate.) SLS is a known skin irritant. In fact, it's the universal ingredient used in clinical studies that measure skin irritation.</p> <p>Once absorbed in the skin, SLS can cause hormonal imbalance by mimicking the activity of the hormone oestrogen. This can cause health problems from PMS and menopausal symptoms to dropping male fertility and increasing female cancers such as breast cancer.</p>	<p>Seventh Generation laundry soaps, dish soaps, bathroom cleaner, multi-purpose cleaner, disinfecting wipes</p> <p>Clorox Green Works dish soap</p>
No 1,4-dioxane	<p>1,4-dioxane is a synthetic petrochemical carcinogen that's created when cleaning products and detergents (with ingredients such as Sodium Laureth Sulfate) are processed using ethoxylation, a cheap technique that lessens the severity of the harsher ingredients. Since it's a byproduct of ethylene oxide reacting with other ingredients, 1,4-dioxane is technically considered a contaminant and, therefore, does not have to be included on product labeling. As a result, most consumers are unaware of its presence in major household products.</p>	<p>Mrs. Meyer's laundry detergent</p> <p>Planet Ultra laundry detergent</p>
No fragrances	<p>One fragrance mixture can contain 200 or more chemicals. The volatile organic compounds (or VOCs) emitted by fragrance products can contribute to poor indoor air quality and are associated with a variety of adverse health effects. The National Academy of Sciences reports that 95% of the chemicals used in fragrances today are synthetic compounds derived from petroleum, including known toxins capable of causing cancer, birth defects, central nervous system disorders, and allergic reactions.</p>	<p>Mrs Meyer's dish soap, countertop spray, surface wipes, liquid hand soap, all-purpose cleaner, surface scrub, automatic dish packs, shower cleaner, window spray, toilet bowl cleaner</p> <p>Nature's Source all-purpose cleaner, bathroom cleaner, toilet bowl cleaner</p>
No dyes	<p>Studies point to synthetic preservatives and artificial coloring agents as aggravating ADD and ADHD symptoms. Studies show Blue 1 may cause cancer; Blue 2 causes brain tumors in mice; and—as the third most often used food coloring—Yellow 6 causes adrenal gland and kidney tumors, and it contains small amounts of many carcinogens.</p>	<p>Clorox Green Works all-purpose cleaner, toilet bowl cleaner, multi-surface cleaner, glass cleaner, dishwashing liquid, bar soap, room freshener</p> <p>Mrs Meyer's toilet bowl cleaner</p> <p>Nature's Source toilet bowl cleaner</p>

No greenwashing

Greenwashing is when companies make misleading claims that their products and policies are environmentally sound, when they really aren't. Be wary of companies who say they're green, yet include these ingredients in their products. Or, companies who manufacture a line of "green" cleaners while they continue to make traditional, toxic cleaners. If they really cared about the environment—and you—they would stop using toxic chemicals in all of their products.

