

JULY 2006

# Good Housekeeping

## Get A Flat Belly Fast!

Only Minutes A Day

### A SHARPER MEMORY

New ways to train your brain

## How Strong Is Your Marriage?

TAKE OUR QUIZ

## 50 WAYS TO GO GREEN

Little changes, big results



### SUMMER STEALS

- Fashion under \$50
- Beauty under \$10

## Sweet & Easy Fruit Desserts

## Sarah Jessica's Surprising Private Life

Intimate talk about growing up poor, those marriage rumors, and her no-nonsense mommy rules

goodhousekeeping.com



\$2.50 U.S. \$3.50 CAN./FOR.

You can be good to the earth—without giving up things you love. Plus, what those “eco” labels really mean. **By Leslie Billera**

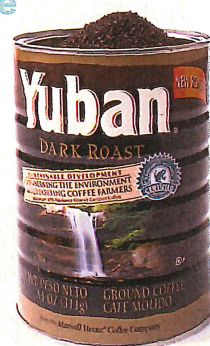
## at the supermarket

### Be picky about produce

Download the “Shoppers’ Guide to Pesticides in Produce” at [ewg.org](http://ewg.org). The wallet-size list sorts out the fruits and veggies that tend to be higher in pesticides (like apples and spinach) from produce with a lower count (like bananas and peas).

### Choose “certified” coffee

Yuban coffee, *right*, is Rainforest Alliance Certified (that means it’s grown in a way that preserves the ecosystem). A Fair Trade Certified brand is Green Mountain Coffee Roasters. (Both brands are available at many markets.) For more on these certification labels, see the chart on page 86.



### Support local farms

At [eatwellguide.org](http://eatwellguide.org), you can plug in your zip code and find suppliers of organic and sustainably produced meat, poultry, eggs, and more. If you buy locally, you won’t have to rely on farms that ship food nationwide, which helps to decrease our dependence on oil and to cut back on gas emissions.



# easy ways to go green



## around the house

### Save money in the bathroom

Buy water-efficient showerheads. With low-flow models, a family of four can cut water usage by as much as 280 gallons a month—and yet not feel much difference in water pressure. Two we like: Kohler's Master Shower Eco ([kohler.com](http://kohler.com)) and Niagara Conservation's Earth Massage ([niagaraconservation.com](http://niagaraconservation.com)).

### Bring home superhero plants

Certain greens can help remove indoor air pollutants like formaldehyde and benzene. Don't have the gardening gene? Golden pothos, English ivy, and peace lilies are all easy-to-grow toxin fighters.

### Recycle rechargeables

Cell phones, digital cameras, and camcorders have made these batteries more popular than ever, but in certain states—Florida, Iowa, Maine, Maryland, Minnesota, New Jersey, and Vermont—it's illegal to throw them away. Wherever you live, you can find a nearby store that will recycle them for you; just go to [rbrc.org](http://rbrc.org) and type in your zip code.

### Adjust fridge and freezer temps

Refrigerators eat up the most electricity in the household. Maximize efficiency by keeping the fridge at 37°F. and the freezer at 0°F.

### Lighten up with energy savings

Consider using compact fluorescent lightbulbs (CFLs). They cost a bit more than regular bulbs, but you'll lower your electric bill and pay less in the long run—CFLs last up to ten times longer than traditional ones. (Worried that fluorescents will fill your house ►

### Tote your own grocery bag

Paper or plastic? Neither! If you're shopping for a small load, bring along a cute sack like the polka-dot tote, *above*, from Cath Kidston ([cathkidston.com](http://cathkidston.com)). Another practical option: the ACME Workhorse Style 1500 ([reusablebags.com](http://reusablebags.com)), which crunches into a tiny pouch that fits in your purse.

### Pay attention to packaging

Every American produces about four and a half pounds of garbage a day. So before you buy something, eyeball the amount of cardboard, plastic, and/or other materials used for the box or wrapping. Wal-Mart is one big retailer that is waking up to the problem: The chain is replacing petroleum-based plastic containers with corn-based packaging for precut fruit, herbs, strawberries, and Brussels sprouts.

## Ecoguide

with a greenish glow? That's no longer a problem. When we compared a regular bulb with a GE Energy Star Qualified CFL, testers couldn't tell the difference.) You can buy CFLs at most hardware and home stores. To save more on lighting, install dimmer switches and use timers, indoors and out.

### Recycle smart

From furniture to electronics, one person's trash is another's treasure—so when you want to dispose of an old item, don't make the dump your first stop. Two sites with alternatives: [freecycle.org](http://freecycle.org) and [earth911.org](http://earth911.org). The Freecycle Network describes itself as “a place to give or receive what you have and don't need or what you need and don't have—[to keep] stuff out of landfills.” The Earth 911 Web site offers community-specific resources, with a focus on recycling. Check out the home page to find out where you can recycle your computer, your cell phone—even used motor oil.

## entertaining

### Protect the earth while you picnic

At your next outdoor party, ask people to write their names on disposable cups so they'll use only one (to make it easy, put out markers). If you use disposable dinnerware, buy the kind that won't clog landfills or kill trees. To try: EarthShell plates and bowls ([www.earthshell.com](http://www.earthshell.com)). They're made from corn, potatoes, and limestone—and cost less than 6 cents per plate.



## remodeling

### Take paint precautions

Most paint emits VOCs (volatile organic compounds), the same kind of chemicals found in gasoline and nail polish. But manufacturers like Sherwin-Williams have developed water-based products that perform well but give off virtually no VOCs. Krylon's H<sub>2</sub>O paint is the first low-VOC latex spray paint that can be cleaned up with soap and water. Made from 99 percent food-grade ingredients, Anna Sova's Healthy Wall Finish ([annasova.com](http://annasova.com)) leaves your rooms smelling vaguely like vanilla. To be at least minimally organic, use a water-based latex paint, not an oil-based alkyd paint—and remember, exterior paints should never be used indoors.

### Raise the roof with recycled materials

If your old shingles need replacing, consider a Classic Metal Roofing System

([classicroof.com](http://classicroof.com)). It's made from recycled aluminum cans but resembles traditional shakes or tiles. Thanks to the Energy Policy Act of 2005, installing this type of material can qualify you for a \$500 tax credit.

### Choose energy-efficient appliances

Look for the Energy Star label, awarded to fridges, washers, and other products that exceed government efficiency standards by using less water or electricity. For Energy Star appliances that have been tested by GHI, visit [goodhousekeeping.com](http://goodhousekeeping.com). ▶

