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showing that everyday chemicals could affect brain health, overall respiratory health, general growth and development—and learning development," Christopher recalls.

Before long, he found himself working one on one with children with behavioral issues and their families to eliminate potential environmental factors. Christopher explained, "I took a holistic approach, asking the parents questions like, what is your child eating on a daily basis? What is being used to clean your child’s sheets? What kind of shampoo is he/she using? What treatment really is being used? Are the parents, educators and physicians working together? I tried to find out what environmental factors could be impacting the child." In Los Angeles, Christopher became the "go to" guy to solve the environmental link to behavioral disorders and learning delays.

In 2005, Christopher became the executive director of Healthy Child Healthy World (formerly The Children’s Environmental Health Coalition), a non-profit organization that educates and inspires people to take action and create cleaner, greener, safer environments where children and families can flourish. And in 2007, he became a father when Jessica gave birth to her son Luke. Now a parent himself, Christopher’s commitment to the cause deepened. While the organization had terrific information from top researchers of reputable institutions, it needed to present the facts in an easier way to parents. In 2008, he authored the best-selling book Healthy Child Healthy World. The book provided educational points to parents about minimizing chemicals in the home without overwhelming them. The message found an audience apace. Hundreds of thousands of families are making positive changes in the way they shop and live.

How important is this link between chemicals in our food, personal care products, cleaning products and the home to health? Christopher says, "I think it is one of the most serious issues of our time. And if you look at the facts, you might agree with him. "One in 50 boys now has autism. Rates of asthma have increased to epidemic proportions in the last 20 years. It’s absurd. The American Cancer Society says that 80 percent of all cancers are not genetic—they are linked to an environmental trigger," he explains.

JESSICA ALBA AND THE HONEST COMPANY

While at Healthy Child Healthy World, Christopher found directing parents to truly safe products challenging. "Parents have limited time and a limited budget. I wanted to encourage them to get safer products, but many times what they thought was better actually was not. I got frustrated having to recommend products from several different small companies—often from other countries—to get what they needed. There wasn’t one brand that I could say was a trusted source for many items," Christopher explains. At the same time, Christopher worked with major American companies to get the ingredients of their consumer products for safety. And he was often disappointed by what he found.

In 2008, People magazine hosted a Healthy Child Healthy World book launch party for Christopher and Jessica Alba attended. She was seven months pregnant with her first child. "She came up to me and told me I live my life as healthily as possible too...and we kept in close contact after that," Christopher explains. Before long, they began discussing starting a company that would create non-toxic products with pure ingredients—affordable products with a high aesthetic and sense of style. But most of all, they discussed making natural products that performed just as well, if not better, than their conventional counterparts. They set some very high standards to meet. In early 2012, they executed that vision and The Honest Company was launched.

THE HONEST PRODUCT LINE

Jessica Alba and Christopher started products that support their basic values including: (i) a full line of personal care products for babies and adults, as well as laundry and cleaning products. With a name like The Honest Company, Christopher and Jessica knew they had to offer a brand that consumers could trust implicitly. Transparency and a commitment to sustainability at every level characterize their business practices.

Concerned consumers will be very happy to know what you will not find in any Honest Company products—phthalates, parabens, phony and fragrance. "We use organic essential oils, but no fragrance," says Christopher. He explains that because "fragrance" is considered proprietary, it provides a loophole for companies to add troubling ingredients such as simulants, chemical preservatives and synthetic substances and others without having to list them. "I've found instances in which 'fragrance' has included 60 non-listed ingredients," he says. For this reason, The Honest Company will never put natural or synthetic fragrance in any of its products. The company also does not use palm oil, which has been associated with tropical deforestation and is used in most conventional cleaning products. You'll find mostly natural and organic ingredients in every product with only a few exceptions.

The same high standards have been applied to the creation of The Honest Company's baby diapers. While they aim to get into cloth-based diapering eventually, the company offers a hybrid diaper that is super absorbent with cute printed designs that mothers love. Christopher found that the "green & conventional" diapers were disappointing and didn't meet his standards. "Often they were basically a standard diaper, but made with brown and neutral colors—and the manufacturers did not offer much transparency," he explains. The diaper works beautifully just like a conventional diaper—giving parents a much more sustainable and safe option.

While Christopher says they use at The Honest Company products in their home, he’s a huge fan of the Honest Healing Balm, a 100 percent organic ointment. "It's great for eczema and other skin irritation. I keep my children's favorite item by my bed at night and apply it every night. My daughter will not go to bed at night without putting on her balm. It gets rid of redness and is a great replacement for diaper ointment, Corniace or Neosporin." And for cleaning clothing, The Honest Company offers pure, plant-based bioclean products. Their 100 percent biodegradable laundry detergent includes the popular dishwasher pods, but Honest's does not look like candy as many conventional brands do—they are plain white and are completely safe. The line also includes a soft bleach alternative and a multi-purpose cleaning spray.

JESSICA CAPSHAW ON MAKING CHANGES

Going green in the home with baby is not always easy. Parents have different ideas on how green to go—and how much trouble and expense is required for voting a home all toxic products. In Christopher’s book Healthy Child Healthy World, he begins by addressing the issue. Like so many consumers, Jessica never suspected anything harmful to be in her personal care.

Resources

For more information about The Honest Company, visit www.honest.com
To learn more about Healthy Child Healthy World, visit www.health101.org

the doctors' prescription for healthy living
products—and did not know the serious impact on health that certain cleaning products could have. "On some level, I'm still completely flummoxed as to how there are products designed to be 'good' for you that actually harm you—pregnant women and babies," she explains. "I take no credit for my greenness, I get it all from Christopher," she says. And it hasn't always been a smooth journey. She admits, "Sometimes I go stomping off when something beloved of mine is not a safe option. I put his feet to the fire about it. When he says 'Don't use that, it's not safe or it's harm-

Changes have spilled over into her work as well. Having had two pregnancies while working on Grey's Anatomy three to five days a week, Jessica had to inform her hair and makeup team that she needed to use more natural products without phthalates or parabens. Thankfully, the film industry now has a few pure cosmetic and hair care lines that professional makeup artists and hair stylists can use.

When I ask what she likes best about The Honest Company, she smiles with pride and says, "Everything. Truly everything." More specifically, she appreciates how Jessica Alba and Christopher have made the products reasonably priced. She tells me enthusiastically how she uses The Honest Company's bath and body wash, conditioner and lip balm every day with her children. As much as the formulations, she loves the design aesthetic.

**HEALTH IN THE HOME**

Christopher and Jessica are healthy in terms of diet and nutrition too. Buying organic, fresh and local as much as possible is a priority. "We are so lucky to have a fantastic farmer's market near my son's school. We actually plan our week's meals around what's fresh, organic and in season," Jessica says. They always choose organic—even getting frozen organic over fresh conventional. While Christopher is a vegetarian and has been for 20 years, Jessica eats mostly natural chicken and fresh fish and so do their children. They are big on supplements—Christopher is passionate about nutrition and natural remedies. In fact, The Honest Company plans to expand into this area in the coming year. "We take lots of probiotics for healthy digestion, whole food multivitamins and vitamin D—extra in the winter," he says. Jessica adds that they all take calcium and a daily DHA (omega-3) supplement too. For an immune boost, they go for elderberry syrup or a colloidal silver spray. Christopher also does cleanses a couple times a year for detoxification and is looking into purchasing an infrared sauna for their home. Infrared sauna is known for its cardiovascular, detoxification and relaxation benefits.

It's clear that family is number one for Christopher and Jessica. It's evident in the lifestyle and dietary choices they make—and in the company Christopher has created with Jessica Alba. By choosing organic and using discernment in what bath and cleaning products we bring into our homes, we can reduce some of the environmental triggers that affect health.

—Kim Henderson