Jessica Alba
Lives the Honest Life

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One of the main reasons Jessica is motivated to provide the healthiest environment and lifestyle for her children is because her own childhood was marred by numerous chronic illnesses and maladies. By the time she was eight years old, she suffered from partially-collapsed lungs, a ruptured appendix, a cyst on her tonsils and countless bouts with pneumonia. She stayed in the hospital so much that her classmates barely knew her, and when she was occasionally able to attend school functions, severe asthma usually made socializing with others impossible.

"I had full-blown allergies and asthma for years," she recalls. "If I went to a soccer game or a baseball game, it was awkward because I couldn't sit on the grass with everyone else or I'd break out in hives. Most of the time I'd sit in the stands with my breathing machine, and it was so embarrassing to always be bringing that thing around. It was not fun!"

So far, Alba's two children, five-year-old Honor Marie and one-year-old Haven Garner, have been blessed with good health, which is why Jessica and her husband continue to do everything they can to limit their exposure to toxins and to nourish them with organic, unprocessed food.

Sex and They Know It

When she's not working at her office at The Honest Company or tending to her family, Jessica's film roles have made her one of the most beloved actresses in Tinseltown. She started acting when she was 11, appearing in films such as Camp Nowhere and the 1994 television series, Flipper. She was memorable in her role as a nerdy high school teen in Drew Barrymore's comedy Never Been Kissed in 1999, but her big break came in 2000 when director James Cameron cast her from more than 1,200 actresses for the role of super-soldier Max Gornav on the Fox series Dark Angel. The show lasted for two seasons and earned her a Golden Globe nomination.

Over the next decade, her films included: Sin City, Aeon Flux, Good Luck Chuck, Fantastic Four, Into the Blue, The Eye, The Killer Inside Me, Valentine's Day, The Love Guru, Fantastic Four: Rite of the Silver Surfer and Machete. All the while, she has been named to every "most beautiful" list imaginable, including Maxim magazine's Hot 100 list, People magazine's 50 Most Beautiful People and GQ magazine's 25

Sexiest Women in Films of All Time. Although some actresses have opted to bare all to increase their popularity, Jessica insists on a rigid "no nudity" clause in her contracts. In fact, she told Playboy magazine in 2008 when a tease on the cover implied that she was featured in a nude pictorial. The lawsuit was dropped when the magazine's owner, Hugh Hefner, apologized and made generous donations to several charities she supported.

"I just don't do nudity," Jessica explained. "I had a shower scene in Machete and insisted on wearingummy panties for it. The editors digitally removed my clothes later!"

Family Time

At home, Jessica loves playing with her daughters, spending quiet time with her husband, furnishing her home with older, safer materials she finds on Craigslist, and entertaining family and friends. She's an accomplished chef who regularly likes to throw together delicious meals for small gatherings at her home. After taking cooking lessons at an Indian restaurant, she says she loves to spice things up and experiment with different recipes, tastes and textures. "Pizza night" is also popular, as Jessica and Cash have their own pizza oven in the backyard and love to make the dough from scratch with a selection of toppings.

"The pizza oven is a beast and takes four hours to heat up, but it's really, really fun," said Jessica. "Cash is in charge of the oven, and I spread out all the ingredients so that everyone can make whatever they like. Nothing makes me happier than making an amazing, healthy meal for my family and friends. I swear that it's how I survived!"

For some of Jessica's favorite recipes, do-it-yourself projects and information about avoiding toxic exposure, check out her website at www.honest.com or her newly released book, The Honest Life.
We learned that if there's one thing refreshing about Jessica, it's that she's well—honest. She's not afraid to admit that, although she may seemingly live a charmed, unspoiled life as one of Hollywood's A-list stars, when it comes right down to it, she's time crunched with a "to-do list" a mile long just like the rest of us. With two young daughters, she's also like most mothers who are determined to make their children their top priority.

"I think all parents want to do the best for their children," she said. "And I believe most people are trying to keep their kids safe and healthy, but there's so much confusing information out there, and they don't have time to scour the internet for the truth about dangerous ingredients, chemicals, and food additives. I'm a research nut and like to know where everything comes from, so that's why I wanted to come up with handy resources that could help people."

When Jessica and her husband, Cash Warren, decided to start their family a few years ago, she was frustrated by the few eco-friendly, organic, and chemical-free products that she felt she could trust. She bumped into Christopher Gavigan, former CEO of the popular non-profit Healthy Child Healthy World, and the two immediately started brainstorming about solutions that would be healthier for families and children. The result of their collaboration was founding The Honest Company in January 2012, an online store that offers organic, non-toxic household, personal care, and family products. The company immediately resonated with moms and health-conscious consumers, spanning Alba's upcoming book, The Honest Life: Living Naturally and True To You (Rodale):

Jessica says her company's mission is simple: to offer a family brand with products that work incredibly well and are affordable, beautiful, and don't contain any harmful chemicals.

Steering Clear of What's Dishonest
Jessica's "Alba" moment about the dangers of everyday household products came after suffering an allergic reaction to a "safe" baby detergent that her mother had sworn by for years. She started meticulously reviewing ingredients on labels and was appalled to discover that more than 50,000 untested chemicals had been introduced to the market and added into products since she was a child.

"It was an eye opener to learn that all these so-called 'tried and true' products people have trusted and used for years aren't necessarily the same formulas anymore," she said. "There are almost 30 percent more chemicals in our consumer goods than there were when President Gerald Ford signed the Toxic Substance Control Act in 1976. So that 'safe' baby detergent may have been okay when our moms washed our clothes in it years ago, but today, it probably contains synthetic fragrances and a chemical called perchlorethylene ( perchloro), both of which can cause skin rashes and allergic reactions."

Determined that she and other parents shouldn't need a Chemistry degree in order to have a safe home, she investigated hundreds of other products before realizing that toxic chemicals are lurking everywhere.

She was extremely upset to find harmful products