

THE WORLD IS YOURS

'PLASTIC IS THE NEW POO'

says Surfers Against
Sewage – we talk to its
chief exec, Hugo Tagholm

THE WORLD AS I SEE IT

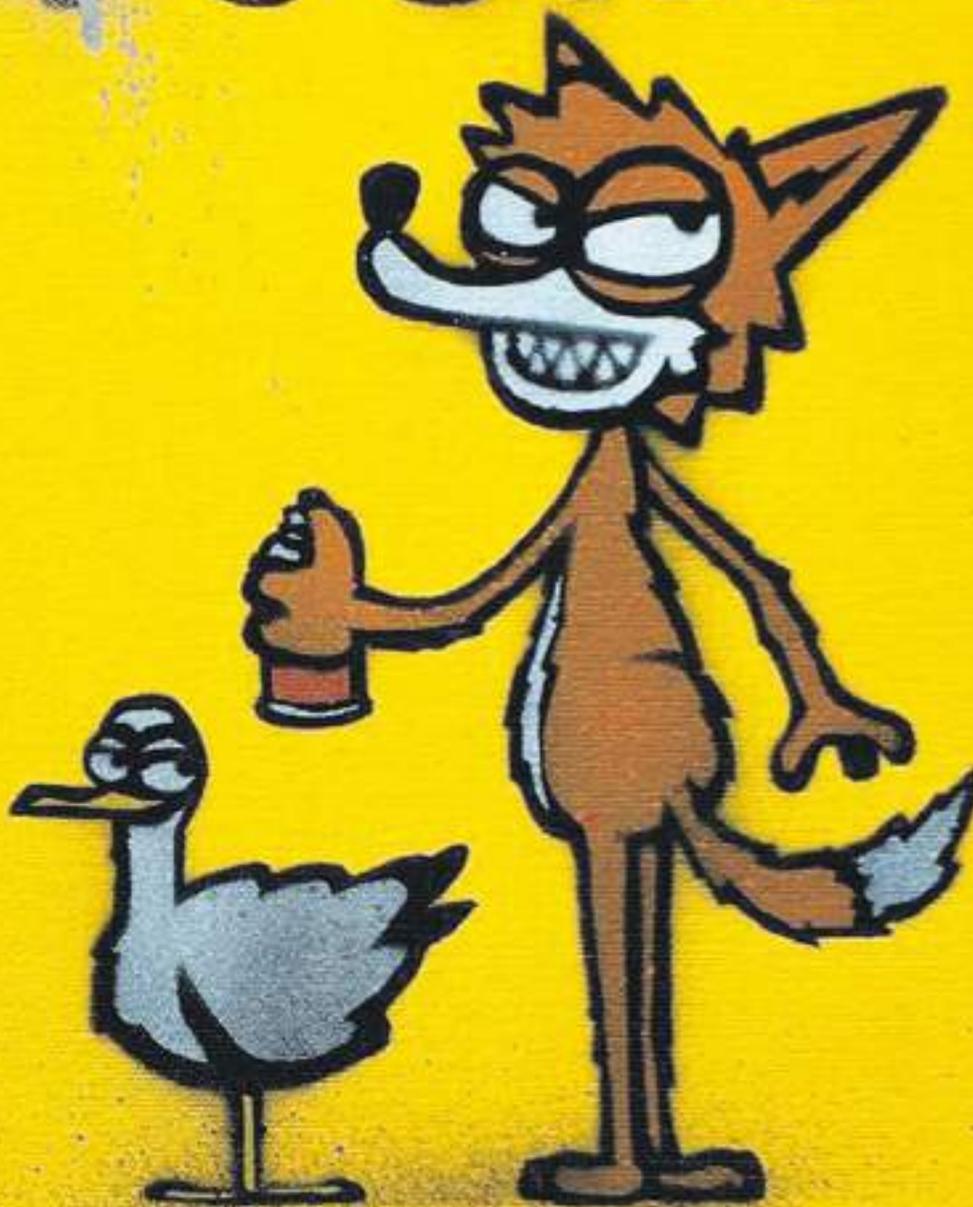
Jo Wood tells us why
she believes 'the world
has gone seriously mad'

BEAUTY'S IMPACT ON BIODIVERSITY

Is your natural beauty
routine causing damage
to ecosystems?

THE SIMPLE EV SWITCH

A new bundle is helping
drivers to unlock their
electric future



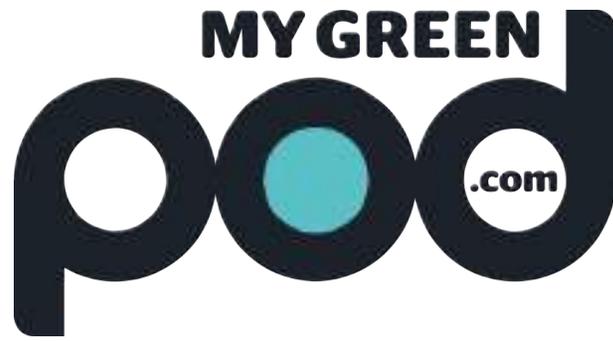
THE
CONSUMER REVOLUTION
ISSUE

#SpiritedBusiness



**Findhorn Foundation,
Inverness 2019**

fics.findhorn.org/spirited-business



Welcome to MyGreenPod Magazine!

If you've started Christmas shopping from your desk or on your commute, slow down. Instead of panic-buying a flashing reindeer that no one (really) wants, have a look at the gift options in this issue. They'll help your friends and family be part of something huge: a shift that could change the future.



Katie Hill
EDITOR-IN-CHIEF
katie@mygreenpod.com

About us

MyGreenPod Ltd is an independent, family-run UK business, founded by Katie Hill and Jarvis Smith. We want to share the real stories behind the brands and people working tirelessly to offer ethical alternatives to mainstream products and services.

You might not see these options on the high street – but they are

on mygreenpod.com. These 'Hero' products and services support the shift to a more conscious lifestyle – and may help you save some cash (while having some fun) on the way!



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tonnes of clothes are sent to landfill a year in England alone

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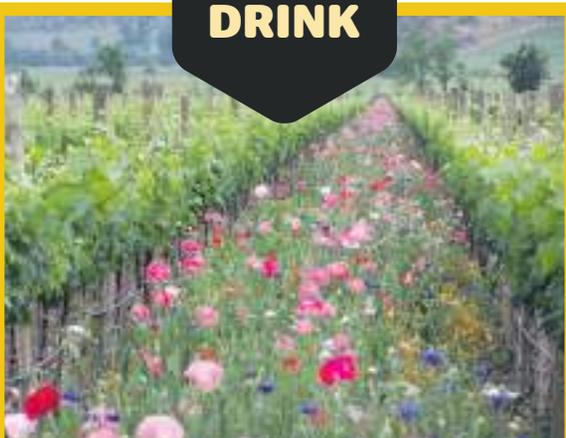
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MY GREEN
pod .com
HERO
AUTUMN '18

Introducing our Heroes of the Season!
Forget the Christmas jumper – these gift ideas will help your loved ones make a switch that will really make a difference.

View all our Heroes at mygreenpod.com/heroes

FOOD & DRINK



VINTAGE ROOTS WINE

If you don't have time for a hangover this Christmas, try the delicious wines from Vintage Roots. The organic wines are pesticide free and contain less – or no – sulphur, reducing your risk of a fuzzy head the morning after. With 11% alcohol the prosecco is light and easy, making it perfect for parties.

[@VintageRootsLtd](https://twitter.com/VintageRootsLtd)
vintageroots.co.uk

FOOD & DRINK

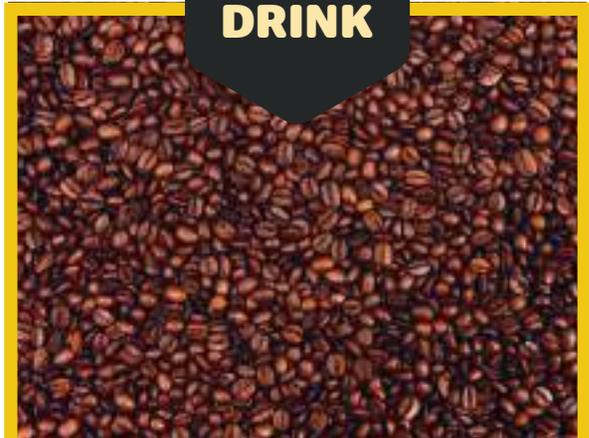


HUSKUP COFFEE CUP

This reusable coffee cup is free from plastic, melamine, BPA and toxins. It's made from the humble rice husk, a natural, sustainable and biodegradable waste by-product of rice milling. Stain resistant and durable, Huskups are safe to put in the dishwasher or microwave: no nasties will leach into your coffee.

[@huskup_eco](https://twitter.com/huskup_eco)
huskup.com

FOOD & DRINK



NOT I BEAN LTD COFFEE

Not one bean of this company's coffee is roasted outside the developing nation that grew the coffee. Get a regular supply delivered to your office or buy a bag for anyone who enjoys speciality-grade coffee – either way you'll be helping to ensure a fair distribution of profits along the coffee supply chain.

[@NotIBean](https://twitter.com/NotIBean)
notIbean.com



VALLEY FEST

If your friends or family enjoy great organic food, live music, family fun and beautiful scenery, get them tickets to Valley Fest 2019. This small but perfectly formed festival (02-04 August 2019) takes place on an organic farm that overlooks a tranquil lake and rolling countryside. It's packed with tractor-loads of entertainment and there's genuinely something for everyone – from top chefs and circus acts to great bands, arts, crafts and more glitter than you could shake a welly at.

[@LoveValleyFest](https://twitter.com/LoveValleyFest)
valleyfest.co.uk

HEALTH & BEAUTY**THE BARN BEAUTY SALON**

This award-winning salon in Somerset is set in a beautiful 400-year-old converted barn, with four acres of green land. The rustic retreat has generous treatment rooms and an indulgent copper bath. Escape from the city to a space for true relaxation.

[@TheBarnSomerset](#)
thebarnsomerset.co.uk

TRANSPORT**MYENERGI ZAPPI**

If your home has solar panels or a wind turbine, the zappi from myenergi is a classic no-brainer. It lets you charge your electric car using surplus power that would otherwise have been sent back to the grid, meaning you essentially get a free charge with green energy.

[@MyEnergiLTD](#)
myenergi.uk

TOP 5 AUTUMN SWITCHES**1**

Re-wrapped gift wrap is made entirely from post-consumer waste pulp that has not been bleached. It's printed using vegetable inks.

[@Rewrappeduk](#)
re-wrapped.co.uk

2

Weleda Skin Food defends your skin from cold weather and the drying effect of central heating. Apply it everywhere and keep a tube in your pocket for emergencies.

[@WeledaUK](#)
weleda.co.uk

3

Switch your home to a renewable energy supply from Octopus Energy. As well as sleeping better at night, you'll almost certainly be rewarded with cheaper energy bills.

[@octopus_energy](#)
mygreenpod.octopus.energy

4

Looking for a delicious stocking filler that's not full of sugar? Try the Raw Chocolate Co's Raw Organic Chocolate Mulberries. Just like chewy, toffee caramel dipped in chocolate.

[@TheRawChocCo](#)
therawchocolatecompany.com

5

Escaping for some winter sun? Pack light with incognito Suncream - it's a three-in-one suncream (SPF 30), insect repellent and moisturiser.

[@incognitoUK](#)
lessmosquito.com

FOOD & DRINK**ANANDA ROUND UP**

Ananda's Round Up is a first-class treat for veggies, vegans and anyone with a dairy intolerance. The handcrafted waggon wheels are handmade in the UK by Ananda Foods, an artisan and all-vegan producer. Vanilla marshmallow is sandwiched between chocolate biscuits and rolled in Belgian chocolate.

[@AnandaFoods](#)
anandafoods.co.uk

HOME & GARDEN**SHUI ME REED DIFFUSERS**

Shui Me's luxury reed diffusers are made from 100% organic essential oils; their natural aromas will help to support your wellbeing - which is where the art of aromatherapy meets the harmonising intentions of feng shui. Choose from three therapeutic fragrances: Relax, Purity or Uplift.

[@shui_me](#)
shui-me.com



P.E.A.

AWARDS 2018

In association with **octopusenergy**

Environmental superheroes revealed at the UK's first festival awards ceremony



As the sun blazed down on an organic farm overlooking Chew Valley Lake in Somerset, Batman, Superman, Wonder Woman and a host of sidekicks gathered to hear the winners of the P.E.A. (People. Environment. Achievement.) Awards 2018, in association with Octopus Energy.

The event – the UK's first festival awards ceremony – attracted green pioneers and sustainability champions from across the UK and Europe. They gathered at Valley Fest's Barnstormer Stage to enjoy local organic food, sustainable drinks and top-class music – and to find out who had bagged a coveted P.E.A. Award for the work they're doing to change the world.

SURFERS AGAINST SEWAGE

From bamboo loo roll pioneers to champions of wonky fruit and veg, the awards went out to superheroes who have dedicated their lives to leading transformational change in sectors ranging from arts to money. As a result of the winners' work, festivals are going plastic free, women and girls suffering from domestic abuse are being healed through Nature and reusable coffee cups are getting greener.

Surfers Against Sewage was the charity partner for 2018's P.E.A. Awards, and chief executive Hugo Tagholm took to the stage to remind the audience of the importance of beach cleans and rejection of single-use plastics.

Guests embraced this year's Superheroes theme; they gathered on the land in Superman costumes and Batman wings, and cooled off with a pint or two of Bison Beer, Bread Board Beer from Iceland's leftover bread and cooling G&T, courtesy of Juniper Green Organic Gin. PJ Kombucha and Luscombe soft drinks were also available, and food was provided by the fabulous Yeo Valley Canteen. A new partner for 2018's P.E.A. Awards was Burges Salmon, the Bristol-based independent UK law firm.

The bespoke P.E.A. Award trophies were, for the second year running, created by the incredibly talented Katie Weiner.

A GREEN CELEBRATION

2018's P.E.A. Awards took place as part of Valley Fest, the most spectacular organic feast the UK has to offer. The family-friendly festival is an explosion of colour (and glitter) that celebrates arts, music, play, top-notch food and great entertainment. At the same time, everyone gets closer to Nature and has the opportunity to see how an organic farm, which overlooks an Area of Outstanding Natural Beauty, operates.

After the event, guests took away goody bags packed with natural and organic products from Weleda; those who had chosen to stay for the weekend festival could camp in luxury, and anyone who had to leave could take a touch of organic goodness home with them.



PHOTOGRAPHS RADSKI PHOTOGRAPHY



PEA AWARDS 2018 WINNERS



TOURISM

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WINNER:
TAMARA AMADU,
Delphina Hotels & Resorts



Delphina Hotels & Resorts has become the first Italian hotel group to use entirely green and renewable energy across its entire portfolio. This allows the group to save 3,536 tonnes of CO₂ each year. The luxurious properties are built into the landscape and integrated with the region's indigenous plants and trees. The use of locally sourced materials means Delphina has helped to regenerate centuries-old artisanal trades and skills in the area.

@DelphinaHotels
delphinahotels.co.uk

ARTS

SPONSORED BY



WINNER:
IDLE WOMEN



Idle Women works in partnership with Humraaz support services, which provides specialist support to Black and Minority Ethnic (BME) women who are experiencing domestic abuse and harmful traditional practices. The artist-led organisation creates inspired, vibrant and adventurous spaces with women and girls, helping them to grow by being outdoors, active and connected to Nature. Its psychic garden will feature medicinal herbs used by women for centuries.

@idle_women
idlewomen.org

SHORTLIST:

CLIVE ADAMS,
Centre for Contemporary Art
and the Natural World

LUCY TAMMAM,
Atelier Tammam

FOOD

SPONSORED BY



WINNER:
MACIEK KACPRZYK,
Get Wonky



This sustainable drinks company makes fruit juices out of wonky fruit and vegetables that would otherwise go to waste. It's saved 150 tonnes of wonky produce to date, and the company is on track to meet its target of saving 600 tonnes by January 2019.

@getwonkyUK
getwonky.co

SHORTLIST:

RIVER COTTAGE

TIM O'HARA AND
ROBIN NUNES,
Rancho Mastatal, Costa Rica





GREEN PIONEER

SPONSORED BY



WINNER:

CHRIS JOHNSON,
Kambe Events



Chris co-founded Shambala festival 17 years ago, and the event now has a global reputation for its pioneering sustainability strategies. It's powered by renewables, single-use plastics have been eliminated and 80% of the festival's recyclable materials are recycled. Most of the loos are compost and low-carbon travel plans have been introduced. Chris also co-wrote the *Plastic Free Festivals Guide*.

@Kambeevents
kambe-events.co.uk

SHORTLIST:

MUKTI MITCHELL,
Mitchell & Dickinson Ltd

ANDY HALL,
Anglo Recycling Technology

ALEXIS PERCIVAL,
Yorkshire Ambulance Service

ANGELIKA DAVENPORT,
Tincture London

CLAIRE O'NEILL,
A Greener Festival

RICHARD MEHMED,
National Community Wood
Recycling Project



PEA

AWARDS 2018

WINNERS

BRITAIN'S GREENEST FAMILY

SPONSORED BY



WINNER:

JO WOOD,
The Organic Goddess



Jo Wood has a luxurious range of organic body care products and is a vocal and active advocate of organic living. On top of that her son, Ty Wood, is the founder of Project o, which raises huge sums of money to finish ocean projects all over the world that have stalled due to a lack of support. Jo's brother, Paul Karslake, is a fine artist who illustrates how beauty can be made instantly repugnant by discarded plastics and waste.

@JoWoodOfficial
jowoodorganics.com



MONEY

SPONSORED BY



WINNER:

HOVE TRINITY TRUST



This trust has been set up to help Hove Deanery achieve both its ambition and mission. It has established a Revolving Investment Fund (RIF) to provide parishes with funding for the completion of community-focused, socially and environmentally rewarding projects.

@HoveTrinity





PEA AWARDS 2018 WINNERS



NATURE

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WINNER:
ROSEWOOD FARM TEAM



Rosewood Farm has a flexible and innovative approach to land management, and was the first farm in the UK to commercially operate a high-intensity, low-frequency grazing system. This method mimics the way herds of wild grazing herbivores move across the landscape, allowing the cattle to remain in tune with the semi-natural grasslands on which they depend without artificial inputs.

@RosewoodFarms
rosewood.farm

PRODUCT

SPONSORED BY

WINNER:
RICHARD MILTON,
Huskup



Huskup is a new reusable coffee cup that makes fantastic use of an abundant waste material: the humble rice husk. Durable and dishwasher safe, the Huskup is entirely free from plastic, trees, BPA and melamine. This unassuming little cup is setting a new bar for the UK's eco-friendly caffeine fix.

@huskup_eco
huskup.com

WINNER:
CHRIS FORBES,
The Cheeky Panda



The Cheeky Panda is the UK's first 100% bamboo tissue company and the UK's first brand to be 100% FSC certified. Bamboo is the world's fastest-growing and most sustainable plant; it grows up to one metre a day, meaning an acre of bamboo produces the same yield as 30 acres of trees.

@TheCheekyPanda
thecheekypanda.co.uk

SHORTLIST:

JAMES HORSEFORD,
Pennine Community Farm

ELLA DAISH,
Plastic Free
Period campaign

TY WOOD,
Project 0

SHORTLIST:

PAUL OWEN,
Eco Action Games

JAMIE BOLTON-DEBBAGE,
Wilby Clutch

SILVIA SILVA,
Corkor

MARTIN HOWITT,
Scrummi & Scrummi Spa

JO WOOD,
Jo Wood Organics





P.E.A. AWARDS 2018 WINNERS



TRANSPORT

WINNER:

JONATHAN PORTERFIELD,
Eco Cars

Eco Cars sources EVs to order and will deliver them anywhere in the UK from its humble base in Orkney. In the process, Jonathan has driven all makes and models of EV the length and breadth of Britain, including a journey from Land's End to John O'Groats with Chris Ramsey of Plug In Adventures. He's showing that even older EVs with smaller batteries are remarkably versatile on cross-country journeys.

@ecocars1
eco-cars.net

VEGAN

WINNER:

TIM BARCLAY,
Purezza

Purezza, which means purity in Italian, was the UK's first entirely vegan pizzeria. It opened in Brighton in 2015, and launched a second branch in Camden, London in March 2018. Purezza is famed for using its own plant-based cheeses that melt beautifully. Its ricotta and mozzarella are made with organic brown rice milk and coconut oil.

@PurezzaUK
purezza.co.uk

ENERGY

SPONSORED BY

octopus energy

WINNER:

myenergi TEAM

The zappi from myenergi is a British-made eco-smart EV charger. It's the first on the market to use solar power to provide a free charge for an electric vehicle.

@MyEnergiLTD
myenergi.uk

SHORTLIST:

DUNCAN LAW,
Brixton Energy

SUPERHERO AWARD

WINNER:

RICHARD WALKER,
MD at Iceland

Iceland is setting new standards for supermarkets under the stewardship of its MD, the surf-loving environmentalist Richard Walker. Iceland was the first supermarket to go plastic free with its own-brand products; the chain's now trialling a deposit return scheme and even offering customers the choice of a palm oil-free Christmas.

@IcelandRichard
iceland.co.uk

SHORTLIST:

JAMIE BOLTON-DEBBAGE,
Wilby Clutch

JOE HILL,

One Planet Pizza

TABITHA JAMES KRAAN,
TJK hair products



FIND OUT MORE

- Enter 2019's P.E.A. awards at peaawards.com
- Valley Fest details are at valleyfest.co.uk

‘PLASTIC IS THE NEW POO’

Surfers Against Sewage is helping to turn the tide on plastic pollution



Surfers Against Sewage (SAS), one of the UK’s most active and successful environmental charities, is a grassroots movement that started in Porthtowan Village Hall in 1990. It was set up by people who were sick of seeing sewage in our seas and on our beaches; worse still, they were fed up of getting ill when doing the sports they loved: surfing, swimming, windsurfing and anything else that involved being in the sea.

‘In May 1990 it was decided that enough was enough’, says Hugo Tagholm, chief executive of SAS. ‘It was surfers’ direct contact with the ocean and their subsequent exposure to the sewage pollution at the time that was the visceral driving force behind the emerging organisation. The direct relationship with the ocean and coastal environment is the foundation to the organisation that remains a powerful basis for everything we do to this day.’

SURFBOARDS IN BOARDROOMS

For the first decade SAS was a single-issue campaign group; it drew attention to sewage-polluted waters, documented how it was making people sick and highlighted the sweeping new environmental legislation established in Europe. The EU Bathing Water Directive and the Urban Waste Water Treatment Directive 1991 were the real game-changers that provided a perfect legislative backdrop for the group to call for cleaner oceans.

‘SAS swiftly became high-profile eco-activists, clad in wetsuits and gas masks, carrying surfboards into boardrooms and political meetings. We met people who barely knew you could surf at all in the UK, let alone get sick while doing it’, Hugo tells us. ‘The organisation became a catalyst for change, highlighting the need for faster sewerage infrastructure investment, collating health evidence from ‘infected’ water users and connecting previously disparate surfing communities into what became one of the best-recognised environmental campaign movements of the 1990s.’

Thanks to the powerful European legislation and some great campaigning, the UK has seen massive investment in sewerage infrastructure over the last 30 years – and massively improved bathing water quality. Today, 98.5% of our beaches meet the minimum bathing water standards – in 1990 this would have been just 27%.

TACKLING PLASTIC POLLUTION

SAS set out to improve water quality around our coastline, but it doesn’t stop at sewage. Around a decade ago the group turned its attention to plastic pollution, labelling plastic ‘the new poo’. ‘While water quality issues still run strongly in our organisational DNA’, Hugo tells us, ‘we realised we needed to use our experience and expertise to take on the most serious emerging environmental issues facing our oceans, from climate change to plastic pollution.’

For years, a love of the ocean has driven tens of thousands of volunteers to join SAS at the frontline of plastic pollution: our beaches. ‘I’m sick of walking

over a plastic tideline when I go surfing or when I take my son, Darwin, to the beach', Hugo says. 'With more plastic having been produced between 2002 and 2012 than in the whole of human history before that, and this trend only growing, it's no surprise we have a plastic pollution crisis in our oceans. This is our new sewage. We're responding at every level – calling for better legislation to stop plastic pollution, urging industry to innovate away from single-use, throwaway plastics and mobilising the biggest beach clean community in the UK.'

Public interest has been building for a number of years, driven largely by those who have witnessed plastic pollution in pristine marine environments. 'Single-use plastic packaging in particular, coming from a cornucopia of high-street brands we all know, is now almost more abundant than the shells and cuttlefish bones that I collected as a kid', Hugo says.

The marine plastic pollution jolt came to the wider public when the BBC's *Blue Planet II* was transmitted to living rooms worldwide. Thankfully, brilliant charities were ready and waiting with campaigns and community activities – from beach cleans to petitions calling for strong legislation to control single-use plastic production and consumption.

BEACH CLEANS

SAS started strategically organising nationwide beach cleans just over a decade ago. 'In 2008 we worked with a handful of individuals, approximately 1,000 volunteers annually', Hugo tells us. 'This year we'll see over 75,000 volunteers join us at beaches around the UK to take direct action on plastic pollution at the spots they love most. This is now the biggest beach clean community in the UK. Anyone can get involved; our beach cleans are inclusive, safe and, most of all, fun events for the whole community.'

SAS has passionate volunteers from the tip of Scotland to Land's End. 'There's always a great turnout in Tynemouth, which has a brilliant community', Hugo says. 'Perranporth is also a fantastic beach where we've held many successful events and removed tonnes of plastics. We also hold an increasing number of river cleans and I always love to participate in events on the banks of the Thames.'



PHOTOGRAPHY GREG MARTIN, IAN LEAN, SAS



LEFT
SAS created a 30ft warship from plastic marine litter

BELOW
Hugo Tagholm, chief executive of SAS, meets with Prince Charles to discuss plastic pollution

As a boy I used to go mudlarking with my dad and my brothers on the banks of the Thames, looking for clay pipes, coins and other jetsam. It's perhaps on this iconic tidal river that I started my love affair with the ocean and beach cleaning.'

All sorts of weird and wonderful things are found at beach cleans – but what horrifies Hugo most is the durability and persistence of plastics in the marine environment. 'We find crisp packets and bottles that are decades old and in almost pristine condition', he tells us. 'It's almost a plastic time capsule, a nostalgic journey down a plastic-paved memory lane of all of the brands of 30 or 40 years ago.'

TAKING THE FIGHT UPSTREAM

As well as cleaning up the coastline, Hugo is well aware of the need to stop plastic pollution at source. An SAS petition attracted 330,000 supporters as part of its successful campaign for a well-designed Deposit Return System. 'We are committed to delivering as many beach cleans as possible', Hugo says, 'but we know we can't simply pick our way out of the plastic pollution problem. Every piece of plastic removed from the beach is a win for the environment, but every piece we stop getting there in the first place is an even bigger victory.'

SAS has also launched a Plastic Free Communities initiative in a bid to take the fight upstream. It's uniting communities to reduce their single-use plastic footprint using a five-step framework that brings together local businesses, the local council, charities, schools and individuals. The goal is to help communities to eliminate specific single-use plastics, tackling the usual suspects first: plastic water bottles, plastic cutlery, straws, stirrers, plastic bags and the usual plastics that pollute our beaches.

Hugo says there has been 'an incredible response' to the Plastic Free Communities campaign; over 375 communities are working towards 'Plastic Free Community Status' with SAS. 'Those with this status have eliminated or replaced a certain number of single-use plastics, and are united in removing more', Hugo explains. 'We based it on the Fair Trade Towns model, which has a similar framework.'

The communities working towards Plastic Free Community status with us already represent over 25 million citizens and thousands of businesses.'

The community movement and the groundswell of public opinion is shifting the dial in the favour of a lower plastic future, but Hugo believes we need new legislation to drive change. 'Manufacturers and retailers need to design throwaway plastics out of their products and services, and offer systems to control, contain, reuse and recycle unavoidable plastics', he tells us. 'We need a truly circular economy, but currently the public just isn't provided with the products and systems to make this a reality.'

A PLASTIC-FREE SOCIETY

Everyone can reduce their personal plastic footprint. 'Think about what you can get rid of', Hugo says. 'Do you really need a straw or that stirrer in your drink? Then think about replacements – reusable bags at the supermarket checkout, your refillable coffee cup, a reusable water bottle and maybe even reusable bamboo cutlery if you travel a lot. Celebrate every piece of single-use plastic you avoid!'

Looking back at SAS's success on water quality, it took around 15 years from the introduction of European legislation in 1990/1991 to the completion of the investment from water companies to put the new infrastructure in place that today delivers a much cleaner surfing and bathing experience around the coastline. Reflecting on this timeline, Hugo is looking at 2018/2019 as the year to secure new government legislation, systems and commitments from industry. 'I'd say it will take up to a decade for some of the effects to be truly felt and seen in the environment', he says, 'and for a 'plastic-free' society to be established.' ■

FIND OUT MORE

- To support the work of Surfers Against Sewage, visit sas.org.uk/join
- Find or organise a beach clean event at sas.org.uk/our-work/beach-cleans
- More about Plastic Free Communities is at sas.org.uk/plastic-free-communities

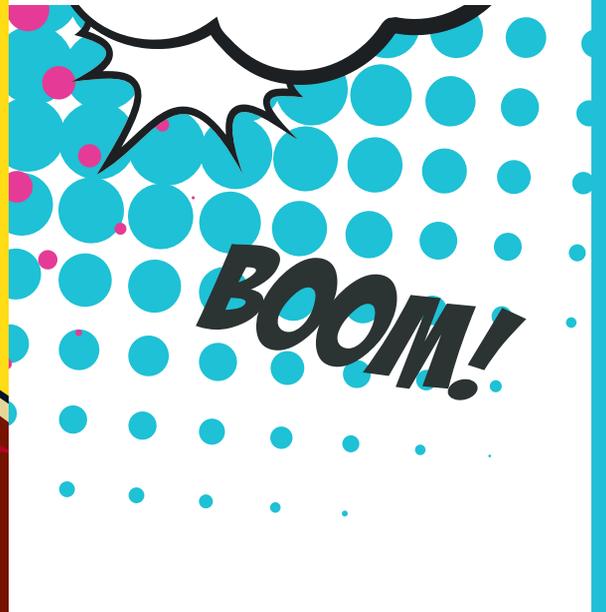
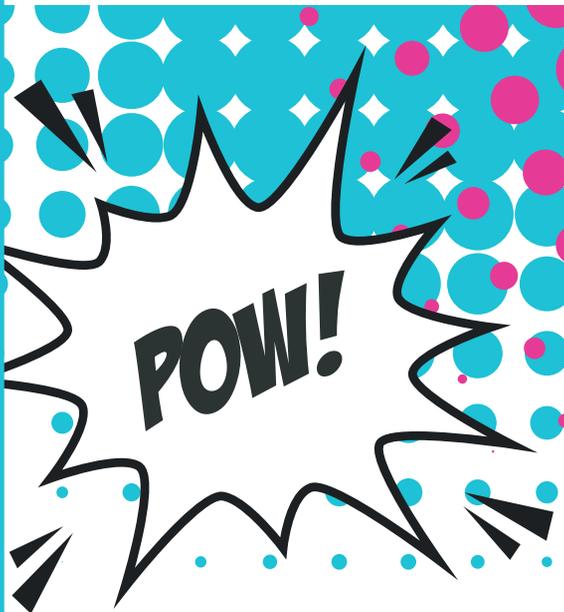


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WWW.PEAAWARDS.COM



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FAMILY PIONEER

CLOSING DATE FOR ENTRIES: Midnight 30.06.19

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Can we all say
thank you to
Donald Trump?



The UK's ethical sector is growing while more conventional markets are, many cases, faltering; according to the *Ethical Consumer Markets Report 2017*, the value of ethical spending in 2016 grew by 3.2% to £81.3bn. The report also states that the value of consumer boycotts bounced back to over £2.5bn.

I'm sure many of us can guess the brands that people are beginning to avoid so we won't go into it here. The important thing is that this trend is massively on the rise; consumers are growing wise to the dysfunctional behaviour of household brands and their complete lack of consideration for our future generations.

THE PS

I believe these big, nasty, non-caring, competitive global conglomerates will implode as a result of their own ignorance (certainly not a lack of awareness). They only consider the zeros on the P for Profit and not the more important Ps: People and Planet.

I'm going to call this the Trump Syndrome – and I believe it's the anti-force we need to drive change.

TO AND FROM

I'm sure we've all noticed how the super-brands of our time – the brands we see all over the globe – are shouting about how sustainable they are becoming. They announce that they're switching *to* sustainable palm oil, and *from* single-use plastics.

The brands making these claims did something similar 10 years back, and it was called greenwash.

WE THE PEOPLE

So 10 years on, what's different? Us the people, that's what. We are all informed and aware enough to know that if a super-brand claims it's doing something

'We have the power. So next time you buy something, think: what am I supporting here?'



PHOTOGRAPHY ISTOCK

great for the planet, it probably relates to a tiny fraction of the full operation. By the very fact an ethical or positive social move has been highlighted, we know it's just not good or grand enough to make a life-changing difference. So we will do something about it. We will give our hard-earned cash to a brand that cares about us and our children.

These super-brands can afford to advertise across the globe; they shout about that little thing they did and this then stimulates a shift in a customer's perception of who and what they stand for as a living organism within the whole biosphere of our magnificent planet. We conclude the brand is a disease to be starved and killed off for ever.

United, we are stronger than any brand! Without our consumer spend they are nothing. We have the power. So next time you buy something, think: what am I supporting here?

THE TRUMP SYNDROME

When Trump pulled out of the Paris Agreement, the global media put its magnifying glass on climate breakdown and global warming. Similarly, the #MeToo campaign has drawn attention to misogyny in order to bring feminine principles to the fore.

'the only way we will thrive as a species is if we unite, reconnect and support harmony across all areas of our planet'

People get woken up by disruption. Perhaps the very reason we've allowed our planet to experience such trauma is so that we can learn and grow. We're rising to the challenge: addressing the issues, evolving and realising the only way we will thrive as a species is if we unite, reconnect and support harmony across all areas of our planet. We are beginning to see that we need to be in authentic co-creation not just with each other, but with all the kingdoms of plants and animals and the whole universe.

We are waking up and becoming more spiritually connected – realising that, at a ratio of 99:1, we are super-powerful. Don't ever forget this: if together we make a stand, we will change things for ever. ■

FIND OUT MORE

- Jarvis Smith is co-founder of MyGreenPod.com, founder of the P.E.A. (People. Environment. Achievement.) Awards and a conscious business consultant. Find out more at jarvissmith.com



The world as I see it

By Jo Wood

The world has gone seriously mad.

Our forests are being cleared, taking away our clean air.
Our seas are full of plastic, affecting the world's beaches and marine life.

We put unknown chemicals ('fragrance') on our skin and have no idea what they are doing to us.

The air in our cities is so polluted we should all wear masks outside.
We vote in millions for TV shows, but not for our green politicians.

We rarely cook, but cooking shows are booming.

We drink soda that is cheaper than a bottle of water.

We consume millions of gallons of milk that's depleted of goodness.

We vaccinate our children with mercury, aluminium, animal cells, ether, formaldehyde, detergent and much more, instead of feeding them with fresh organic fruit and veg.

We eat animals that are abused, fed on antibiotics and GMO pellets and kept in cages.

The rainforests are being cleared for agriculture and grazing cattle.

We spray our fields and crops with pesticides and chemicals, killing our soil and stripping it of nutrients.

Our seas are being overfished.

We trawl fish, collecting everything – including coral.

We dynamite fish.

Our fish are farmed; as they can't swim they get covered in sores, so they're fed antibiotics and GMO pellets.

Our skies are full of chemtrails but nobody looks up.

We wash our mouths with mouthwash, killing all good bacteria in our mouths.

We brush our teeth with fluoride, which is a by-product of aluminium.

We visit our doctors for pills that make us addicts.

Antibiotics are given to children for minor illness, wiping out all their good gut bacteria.

We heat our food in microwaves that destroy the nutrients.

Doctors give our 15-year-old children antidepressants that give them suicidal thoughts.

We are sold GMO food, but the bosses eat only organic.

We spray our parks with weedkiller.

We watch the big pharma company Bayer buy Monsanto, a GMO chemical food company.

We look at our phones rather than the faces of our loved ones.

The GMO fruit and veg we eat is spliced with fish genes.
We eat ice cream that has 'natural' flavouring made with beaver butt.

Our sugar is being replaced with corn syrup, a product that our bodies can't deal with.

Fast food companies sponsor sport.

We get obese but at the same time have malnutrition.

Our tap water is full of fluoride, which keeps us subdued.

Diabetes, cancer and heart charities are sponsored by processed food companies.

Doctors are paid by the pharmaceutical companies.

Nutrition isn't taught to doctors, but 'food is thy medicine'.

We clean our homes with chemicals that strip all good bacteria.

The world is drowning in plastics but more is produced every year.

Our clothes are toxic.

We have a fast, disposable clothing industry and send 300,000 tonnes of clothes to landfill a year – in England alone.

We cut the fins off millions of sharks for bowls of soup.

We cut the tusks off elephants and then leave them to die.

We hunt wild endangered animals for fun and a trophy.

We put animals in prisons and call them zoos.

Our bees are disappearing – and without them we are in big trouble.

Our climate is changing. Our planet needs help.

The planet is consumed with plastic – we are drowning in it.

We are sucking the oil from the skin of the Earth and making it crack in earthquakes.

But change has started, and it's starting with us.

Change comes from us, the consumer, and how and what we spend our money on.

Simple changes:

Buy organic,

Try to be vegan,

Avoid plastic where you can,

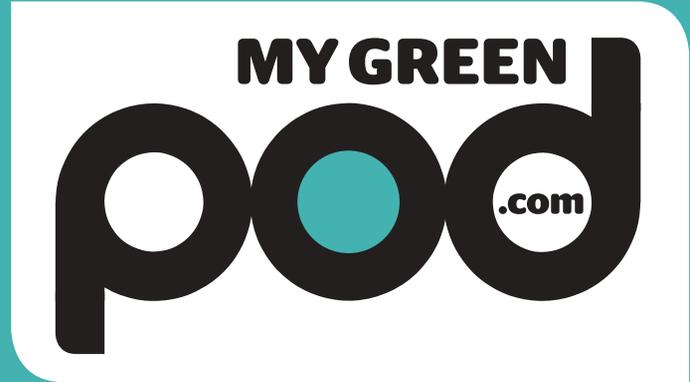
Love our planet.

FIND OUT MORE

- More about Jo Wood is at jowoodorganics.com/pages/about-jo
- View the range of Jo Wood Organic luxury skincare at jowoodorganics.com/collections/all
- Read Jo's organic lifestyle blog at jowoodorganics.com/blogs/lifestyle-blog



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The simple EV switch



Octopus Electric Vehicles has everything you need to unlock your electric future

Green number plates signalling ultra-low emission status. Zero Emissions Zone trials. Grants for any employer installing EV charge points. Ideas and initiatives for boosting the adoption of electric vehicles (EVs) have accelerated recently, in an effort to make electric vehicles the norm rather than the exception on UK roads.

In September, Theresa May announced further support for the industry at the very first Zero Emission Vehicle Summit. She outlined a plan to ensure Britain 'leads from the front' in the widespread adoption of EVs, committing £106m in funding for research and development for electric vehicle technology.

Theresa May also elaborated on the 2040 target to make all manufactured cars emission-free, saying that this should be reflected in all cars on the road just 10 years later.

GOVERNMENT BACKING

The government's stated commitment to electric vehicles is being matched by a rise in interest from drivers, as the perceived hurdles – including the initial cost of switching to an electric car and the mile

'the car park of tomorrow is going to look very different from the gas-guzzling lot of today'

range compared with traditional petrol and diesel cars – are being cleared.

Last month, EVs accounted for one in every 14 new cars purchased in the UK. Explanations include the availability of a range of cars that do at least 150 miles on a single charge, the falling cost of the electric vehicles themselves, 90% reductions in fuel spend for EV drivers and a rise in the number – and the visibility – of charge points.

There's also been more conclusive research into the environmental impact of EVs; a recent European Climate Foundation-commissioned report found that an EV emits half the CO₂ emissions of a petrol or diesel car through the course of its lifetime. An electric vehicle's overall impact has now been demonstrated to be positive.

A NEW BREED OF EV

One company is on a mission to help drive the adoption of electric vehicles. Octopus Electric Vehicles is pioneering an 'EV bundle' that will give drivers everything they need to make the switch, for one monthly price.

The innovation has come from energy supplier Octopus Energy, which is driven by a mission 'to make buying energy as easy as buying cornflakes'. Similarly, the team at Octopus EV wants to help to make the switch to an electric vehicle as easy as possible, for as many people as possible.

'For us, the EV journey begins long before we start talking about leasing options and charge point installation', says Fiona Howarth, CEO of Octopus EV. 'There's a big education job to do – many people still believe that they'll need to stop every few miles to recharge and that the range of models is limited. Our Drive Day roadshow has proved enormously popular, touring the country to let people come and see the cars for themselves and question EV experts about exactly how it all works.'

As well as demonstrating the massive leap the industry has made over the last few years, these



events have given people a chance to test drive the latest models. From the sporty BMW i3 to the family-friendly Nissan LEAF, the EVs have been carefully selected: they're considered the best on the market, with each offering at least 150 miles per charge.

'We've found that people are often surprised by what an electric car can do', Fiona tells us. 'I think there's a general misconception that the technology and the pricing have stayed largely the same since EVs came to market a few years ago. In fact, today's electric car is almost unrecognisable from its older incarnation, and a hell of a lot cheaper. Battery chargers came down 80% in six years, unlocking a better range of EVs for a fraction of the cost.'

AN ALL-IN-ONE EV SOLUTION

After education, the challenge has been how best to help customers with the changes needed to go electric – and this is where Octopus Electric Vehicle's

'EV bundle' comes in. 'We're offering the electric vehicle equivalent of Finland's famous baby box, giving the driver everything they need to make the switch', says Fiona. As well as the monthly lease of an electric vehicle, Octopus EV organises the installation of a home charge point and smart meter. The monthly lease cost also includes insurance, service and maintenance, as well as help and support for the duration of the contract.

There's even a bespoke electricity tariff, designed specifically with EV drivers in mind. Octopus Go offers electricity for just 5p/kWh between the hours of 00.30 and 04.30, allowing people to charge their cars for a fraction of the daytime cost – and 70% less than a standard variable tariff from a Big Six supplier. Octopus EV has also partnered with myenergi to offer the innovative zappi charge point, which automates charging to take advantage of these prices. Octopus can arrange the installation of the zappi

via trusted installers who can help unlock the £500 home charge point grant from the government.

This world-first tariff is possible thanks to Octopus EV's relationship with Octopus Energy. The supplier is already taking advantage of the potential of smart meters with the Agile Octopus tariff, which lets customers see fluctuations in wholesale energy prices and adjust their usage accordingly. This is just a taste of how the company intends to use smart meter technology to offer cheaper electricity.

Fiona believes this will be a landmark year for the UK's adoption of EVs. 'Where Tesla set the bar, other companies are now meeting and even surpassing it', she says. 'If the government can deliver on its EV plans, and we think it can, the car park of tomorrow is going to look very different from the gas-guzzling lot of today.' ■

'today's electric car is almost unrecognisable from its older incarnation, and a hell of a lot cheaper'

FIND OUT MORE

- Details about the EV bundle are at octopusev.com
- Find out why the Super Green Octopus Tariff is a MyGreenPod.com Hero at mygreenpod.com/heroes/octopus-energy-super-green-octopus-tariff

ENERGISED SKINCARE

Skincare packed with so much natural goodness you can feel its vibrating energy



Zane Piese grew up in the Latvian countryside, collecting herbs and learning about their healing properties. Her first teacher was her mum, a doctor of traditional medicine, who used natural herbal remedies to heal her patients.

Love and respect for Nature remained with Zane beyond childhood, and later combined with a passion for cosmetics. She took a course on natural cosmetics in the Formula Botanica Accredited Organic Skincare School, where she discovered Nature's precious treasures – from waxes and rare oils to exotic butters, herbal extracts and essential oils.

Inspired by the incredible potential of natural ingredients and their many benefits to our skin and health, Zane went on to create Atlantis Skincare. The range – from cleansers, masks, toners and moisturisers to bodycare products – is designed to transform simple everyday beauty rituals into deeply therapeutic experiences.

Atlantis Skincare is packed with natural ingredients that are certified organic where possible. Plants cherished by the sun, Earth, water and wind are more powerful, and therefore better able to protect, restore and improve the skin's natural beauty.

Hydrosols are used as the liquid base for the formulations. This fluid – the water that remains after steam-distilling or hydro-distilling a botanical material – contains the very essence of everything that was contained within the plant when it was still alive and growing. The use of hydrosols also enhances the anti-inflammatory, antibacterial and antioxidant properties of the products. The ingredients are sourced directly and sustainably from mindful, trusted and on-site tested farms in Latvia, Tuscany and all over the world.

The products are produced in micro-batches at a privately owned facility to ensure freshness, efficacy and quality. Each product is made to order on the day of your order, to ensure freshness and efficacy, and packaged in glass containers to preserve quality and extend the shelf life of the products.

The intention behind Atlantis Skincare is to bring you closer to Nature – and therefore also to yourself. In this way, the products are designed to reveal your inner beauty in harmony with Nature. ■

FIND OUT MORE

- View the full Atlantis Skincare range at atlantisskincare.com
- More about the ingredients used in Atlantis Skincare is at atlantisskincare.com/ingredients
- Read customer testimonials at atlantisskincare.com/reviews

KEEP IT SIMPLE

Natural and effective skincare doesn't need to be complicated – or expensive

Natural beauty is here to stay – and transparent is the new green. We want to know exactly how our beauty and skincare products are made and more about the principles they're based on. But a good, honest, natural and organic product is expensive to make, especially when it's created by a small company that doesn't have the bargaining power of a large cosmetics brand.

'It is challenging to make our products affordable to customers', admits Agnes Donazy, founder and MD of Pure & Light Organic Skincare. 'Very good quality essential oils and raw herbal products are expensive – not everyone knows that there's a huge difference between a therapeutic grade and a cosmetic grade organic essential oil. The difference isn't just in price, but also in efficacy.'

The goal to create effective and affordable natural products led Agnes to develop a skincare range that combines natural ingredients in a special way. 'Our customers don't have to worry about which product to take for their next trip, or which skin type they have', she explains. 'Our products intelligently know what



to do, relying on Nature's ability to find equilibrium.' As a result, the Pure & Light Organic Skincare range is unconventionally simple – and most of the products are designed so they can be used and shared by all family members.

'We source our ingredients from ethical, cruelty-free and reliable companies that fulfil all legal requirements and have organic certifications. No compromise on that', Agnes says. 'We have been conditioned to make things complicated but when we look at Nature, it all balances and rejuvenates itself though rhythm and simplicity.' ■

FIND OUT MORE

- If you would like to stock Pure & Light Organic Skincare, please email shop@pureandlightorganic.eu
- View the full Pure & Light Organic Skincare range at pureandlightorganic.eu
- Read testimonials at pureandlightorganic.eu/pure-light-organic-skin-care-real-results

Tabitha James Kraan is a force of Nature – and an extremely talented hair artist. A pioneer of organic hair care, she has set new standards for salons and new expectations for customers. Follow her three core principles to great hair and you'll be bouncing down the street leaving a rose-scented trail of divine loveliness behind you.

1. OIL BALANCING

Applying hair oil will strengthen your hair and build up long-term protection. Keeping the correct moisture balance in place lets each strand move freely, meaning fabulously buoyant hair that's full of life and lustre.

Tabitha James Kraan's Scented Hair Oil absorbs into the hair and seals the hair shaft, providing strength and protection without weighing the hair down. The unique organic hair oil blend also acts like a varnish, deepening, enriching and enhancing natural or coloured tones. It will balance scalp conditions, calming irritation and any sebaceous gland overproduction, which can occur as the body tries to regain the right natural balance.

2. CORRECT CLEANSING

According to Tabitha, healthy hair is the foundation of great hair – and correct cleansing is a necessary step if you want to achieve that foundation. The TJK organic Hair Cleansers gently clean the hair using soapbark; unlike traditional detergent-based shampoos, they cleanse without stripping away natural oils. By cleansing this way the scalp's natural equilibrium is maintained and excess oil production is calmed. The award-winning Clean Shampoo lathers without chemical detergents and is extremely effective for all hair types.

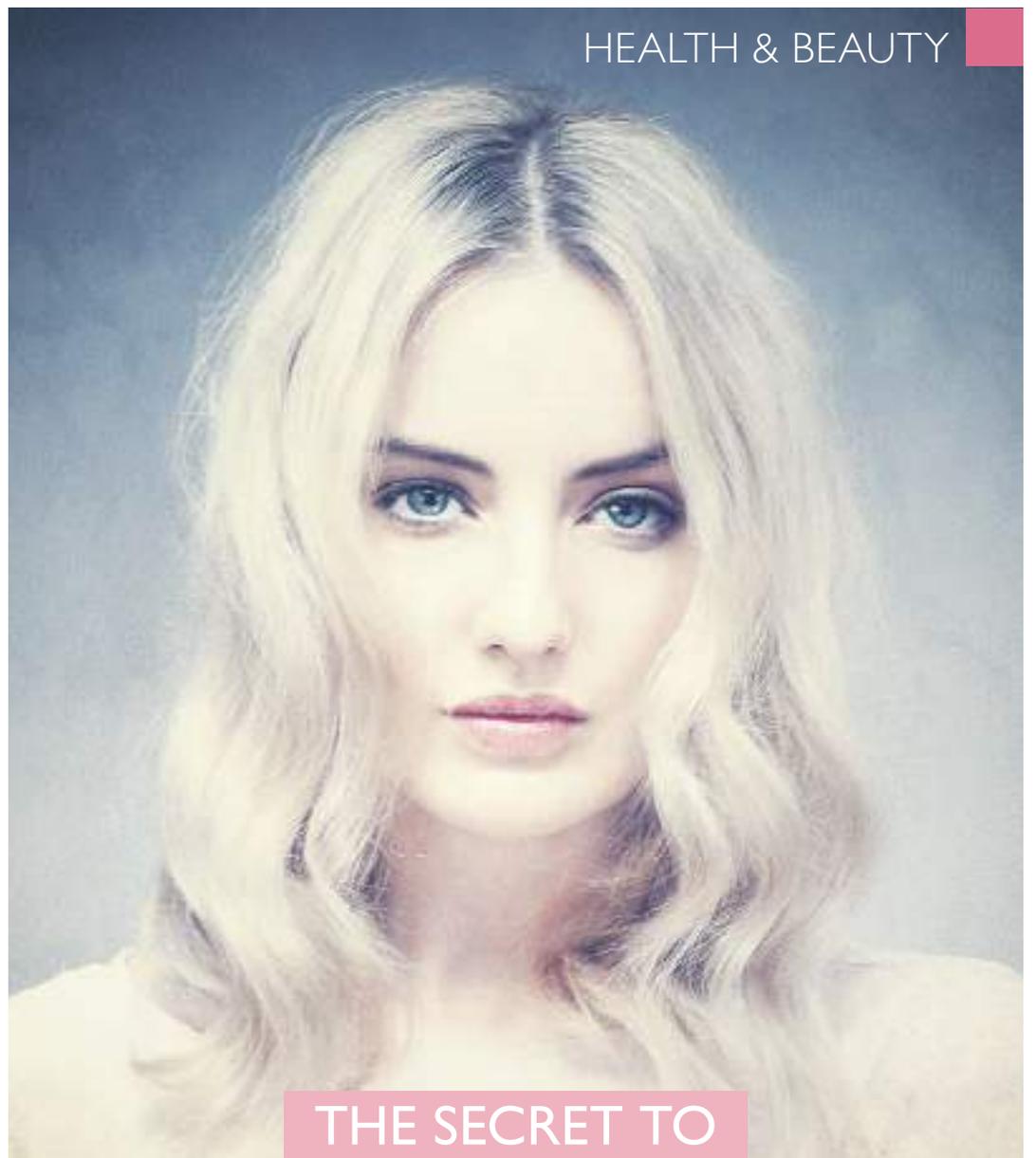
3. MOISTURE LAYERING

Decades of working with hair have taught Tabitha that it always performs best when it's moisturised correctly, purely and naturally. Most problems are caused by moisture or oil being stripped from the hair, so Tabitha has designed products that let you replace that moisture easily and effectively, building layers to achieve healthy hair that stays that way.

The Scented Hair Oil, Hair Cleansers, Clean Shampoo and Conditioner, 4-in-1 Conditioners and Hair Perfume all add additional layers of moisture to the hair. The Clean Conditioner delivers a long-lasting moisture hit; it can be used as a super-deep, rinse-off conditioning mask. The organic cleansers deliver a fine layer of the TJK signature hair oil with every wash to nourish and protect each strand and balance scalp conditions. Oat milk is added for extra moisture and to soften the hair, helping to heal any scalp conditions. Aloe vera has been added for its moisturising and calming properties, plus anti-inflammatory and antifungal benefits. Its gel-like composition can penetrate the entire hair shaft as it has a similar composition to keratin, the hair's naturally occurring protein. It delivers moisture exactly where you need it. ■

FIND OUT MORE

- View Tabitha James Kraan's full range at tabithajameskraan.co.uk/shop
- Request an appointment at Tabitha's organic hair salon at tabithajameskraan.co.uk/about
- More about Tabitha is at tabithajameskraan.co.uk/tabitha-james-kraan



GREAT HAIR

Tabitha James Kraan believes great hair is founded on three core principles





Your beauty routine might be packed with natural ingredients – but how were they sourced, and are they affecting biodiversity?

The scientific community is convinced that human influences are causing species to become extinct at up to 1,000 times the rate that natural conditions would cause.

Many of the manmade causes of biodiversity loss are widely known: the degradation and destruction of habitats and ecosystems, climate change, emissions, pollution and invasive alien species – but what role do your cosmetics play?

Acai, roses, eucalyptus, lavender, patchouli, citronella, vetivert, shea nuts, neem, rosemary, avocado – the wonders of Nature’s medicine cabinet smell incredible and can do wonders for your skin and health. But the way these organic raw materials – and many more – are sourced can have devastating impacts on entire ecosystems, communities and even the efficacy of the final product.

SECOND-WAVE GREENWASH

A 2017 Euromonitor International Global Consumer Trends Survey revealed 65% of global consumers try to have a positive impact on the environment through their everyday actions. Buying natural is just one of the ways increasingly conscious shoppers feel they can make a difference – and supplying this demand is a way for companies to future-proof their business and increase their bottom line.

It sounds win-win – and on the surface there’s cause to celebrate a people-powered shift that has seen natural beauty go mainstream. But some companies are plundering the natural resources required to manufacture cosmetic products that sell well. Rainforests and ecosystems are being destroyed to cultivate cosmetic and food ingredients, while pesticides and fertilisers are polluting the ground as manufacturers look for ways to boost the yield. Intensive farming creates barren soil that’s easily eroded and over-harvesting strips the land of its bounty before it has had time to regenerate.

Supplying the growing demand for natural products in a way that causes harm to people and planet is second-wave greenwash. But with any luck another major market trend – the demand for transparency – will be enough to change the way these businesses operate.

TRANSPARENT BEAUTY

A 2018 Cosmetics Business report revealed that ‘miracle potions are out – and in their place, transparency and efficacy are moving rapidly in.’ The report noted that sales among the top 10 classic prestige players are flat; instead the growth in Europe is coming from challenger brands that are smaller and often independent.

We are living in an age of information, with unprecedented access to brand and product details. We no longer trust adverts or what the brands say about their own products: we want independent verification from organisations we can trust. If a beauty product’s ethical and sustainable sourcing credentials don’t stack up, shoppers will look elsewhere. The global 2017 Cone Communications CSR Study found 64% of consumers would ‘purchase more products that are environmentally and socially responsible’ if ‘companies’ health and environmental claims were more believable’.

A LOGO FOR ETHICAL SOURCING

There is a stamp of approval that demonstrates a product contains ethically sourced materials, though the logo is rarely seen on beauty products. The Union for Ethical BioTrade (UEBT) is a non-profit that supports and verifies company commitments to sourcing natural and organic raw materials with respect. It began as a United Nations initiative, and maintains strong partnerships with UN organisations such as the Convention on Biological Diversity and the UNCTAD BioTrade Initiative.



Companies that work with UEBT show they are sourcing with respect for people and Nature, in a way that respects the local environment and the people who call it home. If musk rosehips are sourced from the foothills of the Andes, UEBT

certification ensures that Peruvian communities benefit. UEBT is also helping traditional by-hand farming and harvesting methods to be vouchsafed for future generations.

The prerequisites of 'sourcing with respect' are defined by the voluntary UEBT Ethical BioTrade Standard, which is internationally recognised. Developed with inputs from experts, companies, local communities and non-profit organisations, the standard covers principles including the conservation and sustainable use of biodiversity, the sharing of all benefits derived from the use of biodiversity, socio-economic sustainability and a respect for the rights of all involved in bio-trade activities.

UEBT-CERTIFIED BEAUTY

Clean beauty pioneer Weleda has been a trading member of UEBT since 2011, and this year it became Europe's first beauty brand – and one of only two worldwide – to achieve the new UEBT ESS (Ethical Sourcing System) certification for sourcing with respect. This is big news: around 81% (over 2,000 tonnes) of all the plant ingredients used at Weleda are organic, making the company one of the world's largest buyers of organic raw materials. If all cosmetics companies opened themselves up to the scrutiny of the UEBT – and operated according to its standard – it would change the world.

Weleda will add the UEBT ESS-certification label to the packaging of its natural beauty products in 2019, reassuring shoppers that the ingredients inside are harvested and collected in a way that respects the diversity of all animals and plants on Earth.

The certification is an external verification of Weleda's internal sourcing commitments to protect and respect the environment while treating everyone in the company's supply chains – from farmers to traders and employees – fairly and ethically.

SOURCING LAVENDER

An example of how Weleda's ethical sourcing works in practice can be found in Bessarabia, Moldova – where the lavender used in 50 Weleda products is grown. While lavender is more commonly associated with French Provence, the tiny country of Moldova, between Romania and Ukraine, is blessed with a warm, dry climate and the fertile black soil that allows vineyards, orchards – and lavender – to thrive.

It may only have 34,000 square kilometres of land, but Moldova – once one of the world's largest producers of essential oils – is an important growing area in Europe that has been supporting the large-scale cultivation of lavender for centuries.

With the end of the Soviet Union in 1992 many acres of lavender disappeared, but old traditions have been revived and lavender cultivation has taken on a new lease of life. British development expert Bob Hetherington and a Moldovan agricultural engineer initiated the largest organic farming project for lavender in the country, and were astounded by how quickly the project grew. The close collaboration with Weleda, which started in 2005, brought new energy



to the project. '200 farming families are now involved and the organic lavender growing area has expanded to about 200 acres', says Bob.

PRESERVING POTENCY

Once new lavender plants are put in the ground, three years have to pass before the first major harvest – but under favourable conditions the plant can be harvested for up to 30 years. The first plants were ready to harvest in 2005 and since then, each year from late June to mid-July, the workers have cut the mature flowers by hand with sickles.

The collected lavender is processed immediately, without even leaving the field, in a mobile distillation unit for essential oils. This requires engineering knowledge, care and sensitivity. A team of four is permanently on duty as the harvest progresses, receiving containers filled with lavender flowers that are then connected to the mobile boiler and its steam cycle. The distillation process takes about one hour, and from every 100kg of lavender flowers just one kilo of oil is extracted.

The essential oil is then ready to be transported away from the field in barrels, which are sealed immediately. Preserving the potency of the lavender improves the efficacy of the final product – whether it's the lavender soap, body oil, body wash or bath milk that ends up in Weleda customers' homes. Elements within lavender essential oil have a direct soothing effect on the central nervous system, helping relaxation and promoting healthy sleep. Restlessness, difficulty falling asleep, tension, cramps, indigestion

or problems with the heart and circulation can be regulated more easily with lavender. This explains why, even in ancient times, lavender was very popular for its relaxing and calming effect.

Through Weleda's Moldovan partnership, lavender has another positive effect: the local partner benefits from the company's vast experience in the analysis of essential oils and raw material procurement. For the farmers, lavender cultivation has become an integral part of their income, and because of the partnership the village school has been extensively renovated.

SUSTAINABLE PALM OIL

Lavender is just one of the many natural ingredients used in Weleda products, and each one is grown and harvested in a way that allows people and planet to thrive. Another example is the company's use of palm oil, an ingredient that continues to attract debate in the food and beauty industries.

While palm oil is primarily used in food, it's a natural emulsifier that also helps to create a skin-friendly texture in creams and lotions. Oil palm trees produce a far higher yield than alternatives such as coconut, sunflower and pine kernel, meaning less land is required. Farming palm oil sustainability is key if we are to avoid further deforestation.

As chair of the executive board of FONAP (Forum for Sustainable Palm Oil) and a member of RSPO (Roundtable on Sustainable Palm Oil), Weleda is working to improve the certification systems for palm oil, which would have a big impact across the industry. Until standards improve, FONAP members have voluntarily accepted add-on criteria, including a ban on plantations on peatlands and other carbon-rich land, a ban on the use of highly hazardous pesticides and the application of strict reduction targets for greenhouse gases.

CHANGING THE INDUSTRY

Weleda has been a pioneer of clean beauty since 1921; it has been creating authentically natural herbal medicinal and bodycare products for over 95 years. While some beauty brands are just waking up to the demand for products that don't harm people or planet, Weleda is forging ahead and pushing for industry-wide change. In the spirit of transparency, Weleda is showing consumers what we can – and should – expect from truly natural beauty products.

At the same time, Weleda's operations serve as evidence that the cosmetics industry has the potential to contribute to a world in which people and biodiversity thrive. By operating with conscious intent and supporting small-scale farmers or gatherers, cosmetics companies can source the raw materials for their natural products while at the same time protecting biodiversity and livelihoods. ■

FIND OUT MORE

- More about Weleda's sourcing commitments is at weleda.co.uk/natural-ingredients/farming-with-respect
- Information about the UEBT certification is at weleda.co.uk/weleda-uebt-sourcing
- Find out how to clean up your beauty routine at mygreenpod.com/articles/stay-natural

JANEY LOVES

Natural beauty expert Janey Lee Grace reveals the Platinum Award-winners that should be on everyone's Christmas list

We're in our fifth year of the Janey Loves Platinum Awards, which recognise excellence and innovation in natural, organic and eco products and alternative treatments and therapies. It's wonderful to have MyGreenPod as our media partner. This was a record year for entries, and it's incredible to see how things have changed since 2013.

There's now a burgeoning trend for amazing natural, organic and sustainable products that give



their conventional rivals a serious run for their money.

Here are just a few of 2018's Platinum Award-winning products. Get them on your shopping list if you want to get some Christmas (did I say that word?!) gifts in early, or just treat yourself – you know you're worth it!

FIND OUT MORE

- View all 2018's Janey Loves Platinum Award winners, plus images from the event at the GO Organic festival, at imperfectlynatural.com



Platinum Awards 2018 roundup



THE MOST INNOVATIVE CLEANSING PRODUCT

This award went to The Mythical Collection Sponge and Hook set (£10.99) from The Konjac Sponge Company. It cleanses and exfoliates gently, making this sponge suitable for all.



PAMPERING BODYCARE

Try the Marula Conditioning Body Oil (£22, 50ml) from Africology UK.

THE MOST INNOVATIVE BODYCARE PRODUCT

The Hayo'u Method Body Restorer (£35) is a unique massage tool that invigorates and improves circulation.





SUMMER SKINCARE

After a long, hot summer, we had to give an accolade to Weleda for its Edelweiss Sun Care range (£13.95-£22.95) – and to incognito® for its Insect Repellent Suncream (£22.99, 150ml).



HAND AND NAIL CARE

We gave a gong to the Natural Nail Enamel (£11) from NATorigin.

HAIR CARE

For amazing hair every day, check out the Tabitha James Kraan Clean Shampoo (£25, 250ml) and Clean Conditioner (£32, 200ml) in Amber Rose, which smell divine. There was also a win for the Hair Elixir (£40, 100ml) from Inlight Organic Beauty.



HOME AND PETS

We didn't forget about holistic petcare; congratulations to K9 Organics for its 'Get out of my Hair' spray (£6, 100ml). In home and garden there was another win for the gorgeous Relax Aromatherapy Reed Diffuser (£45, 100ml) from Shui Me. As we were looking at great eco products, we couldn't miss out the wonderful yoga mats (£69) from Blisscloud – they're non toxic with plant-based dyes.



FOOD AND DRINK

Our judges loved The Blissful Blends Cacao Turmeric and Ginger (£4.99, 100g) from CHOC Chick. It's a wonderfully warming autumnal drink.





Inspired by *nature*

The benefits – and challenges – of creating natural skincare products from inside a national park

The link between where and how – and even why – your skincare is made is often overlooked. For Pure Lakes Skincare all of these things are important and connected.

The beautiful Lake District National Park was recently awarded World Heritage status; it's here that Pure Lakes' award-winning products are handmade, using the company's own natural formulations.

The company is inspired by the same beautiful lakes and fells that moved Wordsworth and Ruskin; its Active & Therapeutic Range is inspired by the surroundings, and has won plaudits from long-term sufferers of psoriasis, eczema and arthritis.

One of Pure Lakes' bestsellers is the Dry Skin Balm; it blends essential oils including patchouli, chamomile and lavender, specially chosen to reduce inflammation and calm the skin. Combined with deeply nourishing coconut butter, avocado oil and

shea butter, it's a go-to balm for many customers with dry skin or more serious skin conditions.

WHY DO IT?

Running a manufacturing business from a rural location, let alone a national park, is not without its challenges. Living costs, public transport issues and supply chain logistics are just the start. So why do it?

It'd be much easier to sell skincare products manufactured by third parties in anonymous industrial estates, but Claire and Gareth McKeever are part of a close-knit community where everyone's

accountable to each another. They view job creation as a way to ease the tension of living in a tourism destination where people live and work all year round. Employment provides demand for everyday services like schools and doctors' surgeries, which are critical in such a rural spot – and one where the cost of living is particularly high.

Wordsworth wrote of the 'grandeur in the beatings of the heart'. It's heartening to think the fells and lakes he loved continue to inspire small, passionate businesses like Pure Lakes, in turn supporting working communities that continue to make the Lake District what it is today. ■

READER OFFER

Use the code **MGP** for a complimentary full-size Pure Lakes Skincare Dry Skin Balm with every purchase of £35 or more, plus free P&P

FIND OUT MORE

- View the full Pure Lakes range at purelakes.co.uk
- More about Claire and Gareth's journey is at purelakes.co.uk/pages/pure-lakes-background

WHO MADE BREAKFAST?

Primrose Matheson is pushing for a toxin-free world - starting with your first meal of the day

It's not easy to effect positive change from the breakfast table: cereal producers face competition from big brands and customers are often shopping for kids who pay more attention to the box than its contents.

Not to be deterred, Primrose Matheson, founder of Primrose's Kitchen, is 'passionate about changing breakfast behaviour', and is determined to set a new standard for breakfast cereals.

Gluten free, organic, vegan friendly and made with love and attention, all Primrose's Kitchen products are handmade in small batches in Buckland Newton in rural Dorset. They contain fresh British vegetables, whole fresh fruit and organic wholefood, slowly air dried at low temperatures for nutrient preservation. They include apples, beetroot, cacao, carrots, cashews, cinnamon, courgette, ginger, goji berries, kale, lemons and oranges.

'I am passionate about British ingredients that support local growers and producers', Primrose explains. She also hires from the local community; everyone in the small team lives less than 20 minutes from the kitchen, with some only walking distance away.



TOXIN-FREE MORNINGS

Primrose started Primrose's Kitchen after struggling with chronic fatigue and IBS. She wanted to create accessible, gluten-free products that would also introduce more fresh fruit and vegetables into her diet.

With first-hand experience of the damage caused by toxins in our food system, Primrose now advocates for a toxin-free world. Primrose's Kitchen is a member of the Soil Association and supports the charity's work.

Primrose also believes in a circular system through which waste is recycled or composted. The company's cardboard packaging is made from 80% recycled cardboard, which is fully recyclable, and the inner film is 100% certified home compostable with Vincotte.

Any food waste from the kitchen goes to a very lucky local pig called Fern, who would testify the cereals are great at any time of the day. ■

FIND OUT MORE

- View the full Primrose's Kitchen range at primroseskitchen.com
- Find a local stockist at primroseskitchen.com/stockist
- Get inspiration from the recipes at primroseskitchen.com/recipes

CHOOSE A CHRISTMAS WITHOUT PALM OIL



We're the first UK supermarket to commit to removing palm oil as an ingredient from our own label food. **When you taste the quality of the food we've developed without it, such as our award-winning Luxury Mince Pies, we don't believe you'll miss it one bit.**



Iceland



Available in store and at iceland.co.uk

Iceland Luxury Mince Pie, 61.99, 20p per unit. Serving suggestion only. Subject to availability. VPP21 21/01/21. For more information, visit www.iceland.co.uk/awards. For more information on our awards please visit www.groceries.iceland.co.uk/our-food/awards. Iceland's Christmas range will be available in store and online from 19th November 2020. UK only, excluding the Hebrides. © 2019 Iceland Foods Ltd.

You'll taste why our award-winning Cheddar is 100% Green.



For over 150 years our family farm in Somerset, the home of Cheddar, has provided the perfect conditions for cheesemaking. The lush pastures that our cows graze guarantees quality flavour every time. That's why we're determined to protect the land that we call home.

100% delicious since 1861. 100% Green since 2012.



Find out more about our green promises
wykefarms.com/green



A PERFECT MATCH



By bucking the trend, Yeo Valley has put one in the net for women's sport

When well-known brands hook up with sports teams, they tend to head straight to the men's game in pursuit of maximum exposure for their products or services. So when Britain's biggest organic brand, Yeo Valley, made a move to sponsor Bristol City Women – and not the men's side – it may have raised a few eyebrows.

Wouldn't a household name like Yeo Valley see more commercial opportunity in sponsoring men's sport? Not according to Adrian Carne, the organic Somerset dairy farm's executive chairman and the man charged with growing the brand. 'We like to think we're an unconventional brand; we don't just follow the herd', he told us.

Yeo Valley has always been known for doing things differently and clearly doesn't like to follow the crowd. If the big, corporate brands are doing it, then it's a pretty safe bet that Yeo Valley isn't. But in addition to opting for the alternative approach, there's a solid business case behind the sponsorship of Bristol City Women.

A GROWING GAME

'Women's sport is really growing in terms of audience and participation, so it opens up new audiences to us – it makes good business sense', Adrian said. 'Women's sport will continue to grow and grow, and I would like us to be early adopters.'

The UK TV viewing audience for the Women's World Cup more than doubled from 5.1 million in 2011 to 12.4 million in 2015, and the figure is expected



to double again when the 2019 tournament kicks off. This year's Women's FA Cup final attracted a record 45,000 fans to Wembley to watch Chelsea beat Arsenal in April. It's the fourth consecutive year the record has been broken.

'It's possible that, one day, the commercial opportunities that women's sport can offer will rival those of men's', Adrian says. 'That's an exciting prospect. Of course we like men's sport, but we're a family brand so we're looking to reach a real family audience – men, women, girls and boys.'

HEALTH AND SPORT

In an age of online fads and diets, dairy health and nutrition is high on Adrian and Yeo Valley's agenda.

Adrian believes that moving into women's sport is an obvious way to make sure good-quality dairy remains an enjoyable part of young females' diets.

'We want to promote the importance of dairy health to a younger generation', Adrian explains, 'and we would definitely like to see more girls and women living an active lifestyle and taking part in sport.'

With the latest FA figure stating that almost three million girls and women now play football, the Yeo Valley strategy appears to make a lot of sense.

The famous heart-shaped Yeo Valley logo will appear on the Vixens' home and away shirts in the 2018/19 season as the young side battles it out in the Women's Super League with the likes of Arsenal, Chelsea and Manchester City.

Fiercely proud of its West Country roots, there was one other deciding factor in Adrian and Yeo Valley's decision to collaborate with Bristol City Women: 'It's our local team', Adrian said, 'and we're extremely proud of them!' ■

FIND OUT MORE

- More about how Yeo Valley does things differently is at yeovalley.co.uk
- More about Bristol City Women is at bcfc.co.uk
- Find out why Yeo Valley milk is a MyGreenPod.com Hero at mygreenpod.com/heroes



The POWER of herbs

Sebastian Pole, Pukka Herbs' co-founder and 'Master Herbsmith', on how the incredible power of Nature can help everyone lead a happier, healthier life



When he's not in his herb garden, Sebastian Pole is either out hunting for herbs or formulating Pukka Herbs' organic herbal blends and leading the company's environmental and social mission. 'Before Pukka, I was an enthusiastic herbalist who wanted to inspire the world by introducing people to the power of herbs', he tells us.

Sebastian's love for traditional medicine and plants started in his 20s, after a period of travel in the Himalayas. After returning to the UK to study Ayurvedic, Chinese and Western herbal medicine, Sebastian started teaching yoga and practising herbalism. 'But I had more ambitious plans to awaken people to the wonders of herbs', he says. 'I wanted to really promote the benefits that plants can bring – as well as the brilliant insights of herbal science and tradition – and I knew that a great way to achieve this would be to set up a mission that would champion herbs.'

Pukka is just that. It's built on a desire to grow the best quality organic herbs, influence the health of the environment and the people we connect with and use business as a force for good. Renewable energy is used to make Pukka teas and all Pukka's herbs are 100% certified organic. The company uses sustainably harvested herbs checked by FairWild, and brings direct benefit back to its farmers through Fair For Life. 20% of the staff at Pukka are herbalists or plant specialists, whose enthusiasm for the mission has been a driving force behind Pukka's success.

'I often say I have the best job in the world as I just love blending deliciously beneficial teas and supplements that so many people enjoy', Sebastian tells us. 'I also have the privilege of visiting many of the farmers we work with to enhance their organic impacts and herb quality.'

TEA WITH HOLISTIC INTENTIONS

The philosophy behind Pukka teas is a bit like guerrilla healthcare; before Sebastian creates a blend, he begins with a clear intention about who he wants to benefit from it. He says he spends a lot of time thinking, researching and tasting 'to create a perfect balance'.

'I also like to make sure there are some conservation and social benefits in every cup or capsule – which is why we use herbs that are FairWild or Fair For Life certified', he tells us. 'The journey then continues with growing the highest quality practitioner-grade organic herbs, rich in natural oils, carefully sourced from where they grow best in the world. The herbs are then analysed in the Pukka lab to ensure they meet our herbalist-level quality standards. Every Pukka herbal blend is created with holistic intentions in mind – every sip must create benefits for people, plants and planet.'

THE PROBLEM WITH MODERN MEDICINE

Until recently, the history of herbal medicine has been the history of human medicine. Over the last 100 years or so we have developed an incredible system of medicine using thousands of antibiotics and isolated drug chemicals – they save millions of lives but are also now becoming a leading cause of death.

Despite all best intentions, we have reached a crisis in modern healthcare – and the entire paradigm of how we

CLOCKWISE

Ginger flower buds, andrographis, elderberries and turmeric roots will give you a natural boost this autumn

manage human and animal disease is being questioned. The fear is that our saviours, such as antibiotics, are now causing more harm than good. The perception of antibiotics as a kind of magic bullet and their consequent proliferation is having three dramatic effects: escalating antibiotic resistance, a disturbed microbiome and disrupted immuno-neurological-psychological systems in animals and humans.

Increasingly, research implicates the proliferation of antibiotic use since the 1940s in the explosion of type 1 diabetes, allergies, respiratory disorders, psychological imbalances and inflammatory bowel diseases.

For Sebastian, some of the answers to these issues are right in front of us. 'For the past billion years of our multi-celled evolution we have been in a dialogue with the world around us', he says. 'Our ancestors knew the benefits of the antimicrobial defence mechanisms that plants have developed through their co-evolutionary dance with the environment. Traditional health systems have identified that 30,000 of the 400,000 flowering species in the world have therapeutic properties. These plants still remain effective today. Our use of these species over millennia suggests that bacteria, fungi and viruses are less able to develop resistance to a broad-spectrum botanical pharmacy than to a narrow pharmaceutical one as used in our modern health system.'

SUSTAINABLE HEALTHCARE

Plants contain hundreds to thousands of natural chemicals that carry properties that have evolved to protect the rooted-in-the-ground plant from evolving microbial and environmental challenges. Essential oils and colourful flavonoids optimise interaction with the environment to help the plant survive. Humans and animals have receptors and enzyme pathways that can harness these compounds for our benefit, suggesting a positive path for our future healthcare.

'Unfortunately, conventional medical training omits an understanding of the traditional and holistic medicine; it's oriented around the 11 body systems, without always fully understanding the important interactions between them', Sebastian explains. 'Virtually no nutrition is taught at medical school; we've therefore focused on the disease, and remarkable scientific breakthroughs have helped us explore biological processes down to the level of the gene, but we often can't then build this back to provide a relevant picture of the whole person's needs.'

Given this ideology, Sebastian says 'it's no surprise' that herbal medicines aren't prescribed by the NHS – although anecdotal data suggest doctors may recommend herbal supplements from health food shops as an alternative solution. 'The inability of the NHS to embrace alternative approaches probably comes from the Gordian knot of industry pressure, media and misinformation', Sebastian says. 'Most people would not be aware that a good number of clinical trials exist; for the last decade over 600 peer-reviewed academic papers have been published on herbalism a year – with over 6,000 on the benefits of turmeric alone.'

So what role can plants and herbs play in modern healthcare? Some say humans are reducing their exposure to plant materials over time, and that intensive farming is limiting the diversity and quality of plant materials in our diets. In his book *Plants and the Human Brain*, Professor David Kennedy discusses how plant materials were an essential part of our ancestors' diets, and how the natural world survives so



SEBASTIAN'S TOP AUTUMN HERBS

Plants are complex living organisms, as we are, and they adapt to the seasons and climates. Aloe vera thrives in a hot desert and can soothe burns, cinnamon prospers in the drying heat and warms us, elderberry fruits grow just in time to help support us through the winter. Understanding how herbs and plants cope with extreme conditions can tell you a lot about what they can do for us. Given the winds change are upon us, here are my top herbs for autumn.

GINGER

Ginger's earthy spice is soothing and warming. Grate some fresh ginger into a mug of hot water and fresh lemon, or sip Pukka's Lemon, Ginger and Manuka honey as soon as you feel a cold coming on.

ANDROGRAPHIS

A fantastic all-round winter boost. Take through the colder months to ward off the nasties.

ELDERBERRY

Research has shown that this winter wonderberry can help to maintain the body's immune system. Pukka's Elderberry and Echinacea tea combines two powerful plants into one warming tea. Pukka has also created a syrup using elderberries, manuka honey, thyme and ginger.

ASHWAGANDHA

Known to bring you the grace and strength of a stallion, it's famed for helping you adapt and regenerate.

'bacteria, fungi and viruses have less ability to develop resistance to a broad-spectrum botanical pharmacy than to a narrow pharmaceutical one as used in our modern health system'

clearly from synergies between plants, animal or insect species and soil fungi and microorganisms. David calls the dementia, diabetes, obesity and metabolic disorders the diseases of civilisation.

'Key to the future of sustainable healthcare is raising awareness and providing education so that individuals and communities can care for themselves and their environments', Sebastian says. 'Sustainable healthcare is just that. Applying the principles of sustainability to health – so that it's socially, environmentally and economically interdependent. Sustainable healthcare seeks to achieve the highest quality of life for all, and education and prevention are key. Natural, herbal and integrative solutions are all a part of this progressive approach.'

REVOLUTION FROM CRISIS

Modern science isn't all bad; for Sebastian it has brought us to an 'exciting transition point' at which we are beginning to understand the complex interactions within our body systems. Genomic research, for example, is unravelling the mysteries of the gut microbiome and how it's connected to the healthy functioning of other parts of the body. We're also beginning to appreciate the benefits that a wide, plant-based diet and certain herbs can have on our happiness, health and wellbeing.

'Revolutions come from times of crisis', Sebastian tells us. 'The NHS seems to be at financial breaking point and is being rapidly privatised. Antimicrobial resistance is a major global health threat. In the UK, chronic disorders, so-called diseases of civilisation, are affecting more people – and for longer.'

For Sebastian, there couldn't be a better time to create an alternative healthcare model. Preventing illness in the first place would be key, along with health education in schools. Our healthcare professionals must also be given a good grounding in healthy nutrition – particularly the power of plants. 'There would need to be a seismic shift in policy and funding', Sebastian says, 'to disaggregate the strength of the pharmaceutical industry and redistribute investment. As we are the 'customers' it's up to us to demand this.' The good news for herbal practitioners, scientists, educators and advocates is that they can now digitally connect to form a global community. 'They can share their data openly for wider exploration, and pool vital resources to address some of the big challenges', Sebastian says. 'All of these things are possible.' ■

FIND OUT MORE

- View all Pukka's teas and herbs at pukkaherbs.com
- An Ayurvedic guide to autumn wellbeing is at pukkaherbs.com/your-wellbeing/stories/wellbeing/autumn-wellbeing-guide
- More about Pukka's mission is at pukkaherbs.com/our-mission

I've long been convinced that trees and other perennial crops should be a much bigger part of our future. As farmers, we set much store by growing annual crops like cereals, oilseeds and pulses, all of which need to be planted each year. It's a lot of work, even before you get to the harvesting and storage process, and disruptive to our soils to boot.

Growing grass and clover gets over all these problems, and will build soil well if managed correctly. But we don't eat grass, so this means you need to keep animals. Fine by me; I would be very happy to only farm livestock, but man probably shouldn't live by meat and dairy alone!

The debates around meat-eating and its impact on climate change suggest we should be moving towards eating less of it – so how do we grow other foods that are good for us and better for the environment? I am sure it will be many moons before we stop growing cereals, our staple food in the west, but tree crops could be a much bigger part of the picture.

3D FARMING

One of the many great things about trees is that they grow upright, catching sunlight from a different angle. As farming is essentially the art of catching sunlight and turning it into food, this means that an acre of land can produce much more if it has trees and shrubs as well as a flat crop. It's three-dimensional farming, if you like.

Trees also cut the wind and hold soils in place. Animals are always happier when they have trees to shelter under, both in winter and in summer. I see how my pigs will escape to forage in the hedgerows if there are some close to their paddocks. Sadly, on our wonderful open downland, there is not much of this terrain for them. We have to provide artificial shades to protect them – and wallows – from heat in the summer. They would love some trees!

Trees can also help Nature thrive, providing food, shelter and nesting sites. They can draw nutrients up from deep in the soil, below the level that most crop roots will penetrate, so that minerals that might otherwise leach into watercourses can be captured and some of them recycled into the topsoil as leaf litter. And they store carbon: vast amounts of it, if not as much as the soil itself, so at a time when we desperately need to reduce carbon in the atmosphere, trees have got a big role to play.

RETURNING TO AGROFORESTRY

Until recently, we've tended to think that trees live in woods or forests – and of course, that's a good place for them. But we've divided our land into 'woodland' and 'cropland' without thinking of the benefits of mixing them up. That's what I'm interested in: growing productive trees, whether for fruit, nuts, timber or biomass, on land that will also be cropped or grazed. This approach is called agroforestry.

We have always had orchards, sometimes (but rarely commercially) with animals grazing within

IN PRAISE OF trees

Soil Association's Helen Browning on how a return to agroforestry would improve animal welfare and soil health



PHOTOGRAPHY ISTOCK

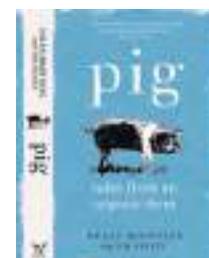
them. But in the UK we've destroyed most of our orchards, and now import nearly 90% of our fruit. Growing fruit without chemicals is not an easy task in England; our warm, wet summers mean that diseases spread readily.

In a traditional orchard trees grow close together, often on rootstocks that are designed for yield and ease of harvest rather than resilience. As a result pesticides feel like an essential tool to many growers – but if we spaced the trees out much more this should be much less of a problem.

Agroforestry has been practised for millennia across the world, and was widely used in the UK before farming was industrialised in the last century. We need to explore how more people can benefit from this way of farming.

At my own farm and others across the country, we're experimenting with agroforestry – and the future looks bright. All we need to do now is spread the word. ■

PIG: Tales from an organic farm, by Helen Browning



■ *Pig* follows the adventures of a gang of piglets and their mothers from mid-winter snow storms to summer heat waves. It explores debates over meat-eating and animal welfare at a pivotal moment for our food and countryside's future.

FIND OUT MORE

- Help farmers plant trees to help the planet and improve the lives of farm animals at soilassociation.org/trees
- More about how the Soil Association is helping to save our soil is at soilassociation.org
- *Pig* is available from Blackwell's and online bookshops



The Culinary Caveman explains why the levy on sugary soft drinks is not as sweet as it looks

The first thing to get straight is that sugar is the main culprit when looking for a causative factor in many diseases, especially those diseases referred to as the diseases of civilisation (cancers, heart disease, iatrogenics, diabetes, depression, dementia, obesity and many more).

If processed sugar were not in our diet, there is exceedingly strong historical epidemiological evidence to suggest that many diseases would either never occur, or that their severity would be considerably diminished.

So unquestionably, reducing sugar consumption has to be a health priority, though sadly the sugar tax is unlikely to make the situation any better – or make any impact on the insane consumption of sugar eaten by the public. In fact, it'll probably make the situation worse. Here's why.

WHAT'S IN A NAME?

It's not actually called 'the sugar tax' – it's The Soft Drinks Industry Levy (SDIL). As the name suggests, it only applies to soft drinks – not sweets, cakes, biscuits or other sugar-heavy 'food' items.

For drinks with more than 5g of added sugar per 100g of drink, the levy will be 18p per litre; for those with 8g or more per 100ml it will be 24p per litre.

A standard can of coke contains over 10% sugar, as do all popular soft drinks. This means the highest levy will apply, which is why producers are making new formulations of their popular drinks.

By reformulating and swapping sugar for calorie-free sweeteners, the producers will be allowed to label their drinks as healthier and low calorie – they'll even earn tax breaks for making the transition.

The government claims that the producers needn't pass on the levy to their customers by raising prices, but they probably will.

If it's the sugar making the public fatter, then will removing it – and increasing exercise – be the answer? Yes. But will replacing sugar with calorie-light sweeteners be the healthiest option? No.

ASPARTAME AND SACCHARINE

Reams of scientific evidence and numerous personal accounts point to the dangers and side-effects of just one of the main artificial sweeteners, aspartame. Aspartame is so controversial that it will have to have its own column soon.

It truly is a conspiracy theorist's dream, but the bottom line is that it's legal and it appears throughout the food chain, even though it is extremely dangerous.

The same goes for saccharine, with repeated links to neurological damage, cancer and hyperactivity. If sugar is replaced with these alternatives, there will be a health calamity in five years' time.

Some of the other sweeteners include acesulphame K, erythritol, glycerol, HFCS, isomalt, lactitol, maltitol, mannitol, neotame, sorbitol, sucralose, tagatose and xylitol. The science around the safety of these artificial sweeteners is flimsy – to say the least – and the human trials limited, especially when looking at constant consumption. Still, there are links to cancer, diabetes, neurological dysfunctions, obesity, liver and pancreas damage.

It seems a population-wide experiment is currently underway to see the side-effects from this further desecration of the food chain.

A TAX ON THE POOR

Just like the National Lottery, the sugar tax is ultimately going to be little more than a tax on the poor. The body craves calories; only through education will the population understand that calories from fresh vegetables and fruits is what Hippocrates (the father of modern medicine) meant when he said 'let food be thy medicine'.

Today, the diet of most people means it's more true to say food is your poison.

The bottom line is that I don't want my kids consuming chemical substitutes for sweetness, particularly ones I've read are detrimental to their health and development.

As much as I'm aware of the dangers of sugar (it was the first deadly white in my last book, *The Seven Deadly Whites*, after all), I'd still much rather my kids had some sugar than aspartic acid, o-sulphobenzimide, neohesperidin, dihydrochalcone, methanol, formaldehyde and a whole cauldron of other chemicals in their guts.

Just remember, the sugar industry was founded on the back of the slave trade. If it's ethics or morals you're looking for, this would not be the place to look. If you're looking for cover-ups and hypocrisy, this would be the place. ■



FIND OUT MORE

- Learn about the Culinary Caveman at theculinarycaveman.co.uk
- *The Seven Deadly Whites* is available from Foyles and online book stores

Emily Evans spent years working internationally as a designer for Jimmy Choo, Mimco and Merchant 1948. The first time she landed in China, she saw for herself what mass production is doing to the environment. 'I remember gazing out the window of the plane and thinking to myself wow, what a misty morning! I wonder when it will clear', she says. 'It was upon my arrival in Dongguan that I realised the mist wasn't going to clear at all – and that it was in fact pollution.'

Emily continued to work in fashion, but something had started to gnaw away internally. She experienced the industry at all levels – from high street to high end – and was horrified by the impact fast fashion was having on our planet.

During one trip to a factory in the far east to source materials, Emily saw towering heaps of off-cuts from the recent production run. 'Rubber, PU, foam, expanded polystyrene, leather, polyester, insole board, outsole board... You name it, it was there', she remembers.

These were just a few of the many discarded mountains of waste Emily encountered during her travels for work. They were a small part of the staggering 12 million tonnes of textile waste sent to landfill each year. 'Sadly, this is only a fraction of the bigger picture', Emily says. 'What about the whopping one million tonnes of textile waste thrown away by us, the consumer, each year? Or the amount of water polluted by toxic chemicals and dyes that are used during textile production? 20% of global industrial pollution comes from the dyeing and production of textiles each year. And what about the billions of people exploited in the process of making fast and cheap fashion?'

Something in Emily shifted, and she started thinking about her purpose in fashion. 'If I'm honest, I didn't get much sleep for a really long time', she says. 'I knew fashion was where I was meant to be, but I wasn't going to pursue it at the cost of the Earth.'

IT STARTED WITH A BLACK T-SHIRT

Emily started to do some research; she watched documentaries and read up on the many issues surrounding the fashion industry. She tried to source sustainable clothes for herself, but was shocked when she couldn't find a simple, sustainably made black T-shirt anywhere.

'I soon realised there weren't many ethical options out there offering the core essentials every wardrobe is built around', Emily says. 'Something clicked into place, and I felt this was a frustration many women were dealing with.'

In March 2016 Emily decided to create Zola Amour, a sustainable fashion company based in Brighton. The goal was to address fashion's impact on the environment and minimise its effect on climate change, while at the same time supplying a growing demand for beautiful, functional clothing that 'combines both comfort and confidence.'

Keeping a really low carbon footprint and paying staff a living wage are also high on the agenda for

NEVER GO OUT OF FASHION



Slow down. Stay stylish. Be sustainable.

Emily; each item of clothing is handmade ethically and fairly in the company's UK production unit.

THE FUTURE OF FASHION

Talking about her business leap, Emily said, 'It was make or break for me as a designer. I no longer felt comfortable working in an industry that is considered to be the second-highest contributor to global pollution. It's thought to be second only to the oil industry – and that doesn't even take into account the social destruction caused by unethical working conditions and the exploitative nature of the industry at every stage of the supply chain.'

Now Emily creates clothes that reflect what she believes must be the future of fashion. She's offering people a choice: a choice to slow down and buy ethically. Each piece is designed with longevity in mind, handmade using only the best natural materials so you'll be able to wear it for many years to come. They're affordable, timeless pieces you can

wear through any season, at any occasion, in every kind of way. 'They are the key pieces we would wear ourselves every day', Emily explains.

The minimalist capsule wardrobe is made using certified organic and biodegradable materials that never compromise on quality; Emily's herself 'won't settle for anything but the best'. From the recycled polyester zips on the trousers to the shell buttons used to fasten the shirts, every detail is considered – even GOTS organic cotton threads are used to stitch.

'We believe by taking these materials from the Earth, we should be able to return them to their natural state', Emily says. 'We're able to do this by only buying fabrics that have been rigorously certified by organisations like the Global Organic Textile Standard, OEKO-TEX® Standard 100 and Fairtrade. It's quality clothing that has been made to empower the modern woman to be herself, while also being considerate to the Earth. After all, Zola Amour does mean Earth Love.' ■

FIND OUT MORE

- View the full Zola Amour collection at zolaamour.com
- Read Emily's blog at zolaamour.com/blogs/blog
- More about Zola Amour is at zolaamour.com/pages/how-we-live-and-create



The NU *natural*

Natural cleaning products are getting more effective, so there's no need to wash chemicals down the drain

We're all waking up to the dangers of microplastics, but while the fight is on against the single-use plastics that break down into these tiny fragments that endure on land and in the oceans, there's less talk about the toxic chemicals they attract.

Microplastics act like magnets, attracting pollutants from the environment. When microplastics are ingested, says Mark Anthony Browne, a postdoctoral fellow at NCEAS, common chemical pollutants such as nonylphenol (used in the manufacture of laundry and dish detergents) enter the tissue of the creature that ate the plastic.

Everyday household chemicals pose a threat to aquatic life even without microplastic carriers. Surfactants, which are used to remove dirt from clothes, skin and surfaces, reduce water tension and allow other pollutants to be more easily absorbed by plants and animals. The fertilising effect of phosphates in laundry and dishwasher detergent can trigger algal blooms that starve water of oxygen and have a negative impact on biodiversity.

Even those of us who are trying to go natural with our household products could unknowingly be flushing harmful chemicals into the sea and the food chain.

THE COST OF THE 'WOW' FACTOR

'There's a lack of awareness and education', says Andrew East, managing director of Nu-Eco, an operating division of Skyhawk Global Ltd. 'People simply don't know about the harmful effects of some common household products.' In some cases there are no excuses; caustic chemicals – such as sodium hydroxide and potassium hydroxide – should

RIGHT

Andrew East collecting awards for the Nu-Eco Toilet Cleaner (Natural Cleaning Product winner) and Laundry Gel (Gold recognition) at the 2018 Janey Loves Platinum Awards

INGREDIENTS TO AVOID

- 1,4 dichlorobenzene (1,4 DCB)
- Ammonia
- Bleach (sodium hypochlorite)
- Ethoxylated nonyl phenols (NPEs)
- Phosphates
- Phthalates
- Silica
- Synthetic fragrances
- Trisodium nitrilotriacetate (NTA)



be avoided at all costs, and EU legislation requires some packaging to carry warnings that the formula inside is 'harmful to aquatic life, with long-lasting effects.'

But in other cases the label doesn't help at all. 'An example of this is the term 'saponified coconut oil', Andrew tells us. 'What they don't tell you is that sodium hydroxide is used in this process.' Some 'eco' companies also manufacture products with only 85% natural ingredients, the threshold at which they can be advertised as 'natural'.

It seems criminal that these products are available at all – let alone sold at scale. A lot of it comes down to manufacturing costs and profits. 'The most cost-effective chemicals are the ones that give the product its punch, like surfactants', Andrew tells us. 'They improve the efficacy of the product, giving them that 'wow' factor, but they are usually also bad for the environment.'

Every year we spend millions on mainstream household cleaning products, expecting them to fight germs, streaks, stains and odours. Could natural products deliver the same results? 'Yes and No', admits Andrew. 'A good example is the Nu-Eco dishwash liquid. We believe it's as effective as – though more expensive than – the Nu-Eco auto-dishwash product that we're currently working on. A year later and the formulation still can't perform as well as the ones on the shelf, but the standard auto-dishwash products contain some real nasties; they rank among the most harmful housekeeping products found in your home. We believe that with more work, our 100% natural formulations can be just as effective as their chemical counterparts.'

THE CHALLENGE FOR NATURAL CLEANING

Manufacturing natural cleaning products is relatively straightforward – the difficulty is in the actual formulation. In the UK a natural product can contain any ingredient derived from a natural resource, such as a plant or mineral, with no artificial or manmade chemicals used in the process. Nu-Eco takes this a step further by insisting that all its ingredients are sustainably harvested and certified. Finding natural ingredients that are not only effective but also sustainably harvested and readily available at a reasonable cost is a challenge.

On top of that, it's very difficult to get natural cleaning products onto supermarket shelves. 'Retailers don't want to carry stock with low turnover', Andrew explains. 'They want products that fly off the shelves and normally their rules don't suit small businesses. It's particularly challenging in South Africa; the only retailer open to supporting natural products is the privately owned Spars. Otherwise we have to rely on small outlets like health shops.'

Concern over plastic waste and the pollution of watercourses is leading UK shoppers to look for authentically natural products, and for Andrew this will be a better drive for change than new legislation. 'Consumers should take the lead, as it's their money that can make a positive change', he tells us. 'Manufacturers chase the money, so if consumers are buying natural then manufacturers will automatically shift in that direction.' ■

FIND OUT MORE

- View and shop the full Nu-Eco range at nu-eco.co.uk/shop
- More about what makes Nu-Eco products different is at nu-eco.co.uk/our-story



DIESEL OR NOT TO DIESEL?

That is the question, says Jarvis Smith

Two ethical business people I know recently decided to buy new cars. They could both afford an electric or hybrid but, to my surprise, they opted for diesel instead.

I really wondered about this. I've driven a diesel car for the last three years; when I bought it it was one of the lowest emission diesel SUVs on the market, and the best option for me because I couldn't afford the electric car that I wanted. The vehicle needed to be big enough for a new baby, her older sibling, three bikes and all the kit that's necessary for an active, outdoor family life.

So back to my friends and their new diesels. Both of them make solid decisions when it comes to sustainable business practice, and they're people I trust. Why buy a diesel car – one a Land Rover and the other a Volvo? I drive the same Volvo so I already know the answer to that question, but the Land Rover choice stumped me a bit, so I decided to do a little more research.

I managed to get my hands on two Land Rovers that seem to be popular at the moment: a lower emission Land Rover Range Rover Velar D240 HSE with the non-leather option, and the new Land Rover Discovery SD4 HSE.

What I discovered is that there's no other car out there with off-road capabilities to rival a Land Rover's. If you need to work or travel off road a lot, these machines will get you from A to B without even breaking a sweat, which can't be said of all 4X4s.

It's also worth saying that everybody I've ever spoken to about getting behind the wheel of a Land Rover has loved the experience. The top model Range Rovers are good enough for royals and politicians; I assume some aspire to drive these vehicles on the basis they're the best that money can buy in their class. Well, I wanted to find out if they were right.

VELAR HSE D240

The award-winning Range Rover Velar HSE D240 has a non-leather option, which was pitched to me as a vegan interior. Intrigued?

The interior is a suedocloth that's made using discarded single-use plastics. It's pretty cool, but the plastic is blended with wool. The result is a fabric that matches the high standards set by the rest of the car, but I wouldn't call it vegan.

CLOCKWISE

The Land Rover Range Rover Velar D240 HSE; the Land Rover Discovery SD4 HSE; zig-zagging up (and down) mountains was a breeze in the Discovery



I always thought I was pretty on it, but this car is just a bit too cool for me. It is refined and drives beautifully, on and off road. It was a tantalising yet solid runner from Brighton to Inverness, Yorkshire and back. I was getting around 45MPG and for 154 CO₂ EU Combined (g/km), that's a pretty appealing option. Prices start at £44k; our model was £68k.

DISCOVERY SD4 HSE

We took the discovery on a more serious voyage: the Austrian Alps, to stay in the stunningly beautiful Stillebach Biohotel in the Pitztal Valley (see page 39). Discovering in the Discovery was blissful for the whole family. We travelled from Brighton to Newhaven ferry port, spent the night in Dieppe then set off early the next day for Austria.

The 10-hour drive through France, Germany and into Austria was a breeze. Our two daughters, aged two and 10, had a great time, and we had fun playing our favourite songs on the superb music system.

My biggest thrill was driving – alone – from 1,500m to 3,000m on a grass trail, zig-zagging across waterfalls along the way. There is no way I would have done this in my car, but I trusted this off-road beauty and still live to tell the tale.

Based on size, comfort and sheer magnificence, this was my clear favourite of the two vehicles. I felt regal, even if just for a week. We averaged 38MPG; that's good for the size, but the 171 CO₂ EU Combined (g/km) is a downside worth considering.

For the price this is a whole lot of motor. Prices start at £47k; our model was £55k. ■

FIND OUT MORE

■ Explore these Land Rovers and more at landrover.co.uk

SUMMER
IN THELPS

Pitztal Valley is home to countless waterfalls, mountains, wild swimming spots and, according to legend, a witch: an ageless energy that protects the area from natural disasters. She is kept alive by locals who ask for protection when travelling through this sublime region of the Austrian Alps.

If tourists knew about the witch, they'd want her on-side, too. The area boasts 120 hectares of skiable terrain, with 70km of cross-country ski trails. Ice climbers from all over the world ascend Pitztal's icy waterfalls, and the area is a paradise for mountaineers and hikers.

BAGGING A PEAK

The main road winds through the valley until it reaches a dead end; from there the only way is up into the Ötztal Alps – and it's a long way up. The highest mountain is the 3,774m Wildspitze summit, which can be ascended or circumnavigated. The easier option is to admire the mountain from afar, which is exactly what we did when we visited the area with our daughters in August.

From the main road we boarded 'the world's fastest funicular railway', the Gletscherexpress (Glacier Express), which tunnels through the mountain and takes visitors 2,840m up the Hinterer Brunnenkogel to the Pitztal Glacier. This is considered to be one of the world's most beautiful glacial areas; it's the highest glacier in Tirol and the snow reliability makes it a popular ski spot in winter, with wide open slopes suitable for kids and pros alike.

This beautiful spot has far more than just snow; in summer you can explore the high Alpine region almost effortlessly thanks to gentle walking trails and paths. We strolled round the sun-kissed craggs before re-entering the station to board the Wildspitzbahn, 'Austria's highest mountain gondola'.

RECEDING GLACIERS

The six-minute journey took us all the way to the peak of Hinterer Brunnenkogel, and we exited into the beautiful Café 3.440, a mind-blowing feat of architecture that perches on the

'The world is so complex. All you can do is take ownership and responsibility for your own area.'

Mountains, glaciers, organic food and James Bond: our family trip to Austria's Biohotel Stillebach



summit. With a suspended terrace complete with sheepskins and 'Austria's highest coffee specialties', this was definitely the place to acclimatise. The 360-degree views, covering more than 150km, are spectacular; the café is circled by more than 50 mountains higher than 3,000m – including the 3,774m Wildspitze summit – and offers unique vistas of the nearby glacier world, which we were all keen to see.

The Austrian Alpine Association's annual glacier survey revealed that Austria's glaciers experienced the 'biggest length losses since 1960' in 2016/17, with an average retreat of 25.2m. The tongue of the Gepatschferner in the Ötztal Alps melted back 125m following the warm summer in 2017.

Pitztal Glacier is conserved and protected, yet locals confirmed it's nevertheless shrinking at an alarming rate. From the bottom of the valley, the receding glacier sticks to the mountain like a Post-it Note: it's a constant reminder of the impact of global warming on our environment.

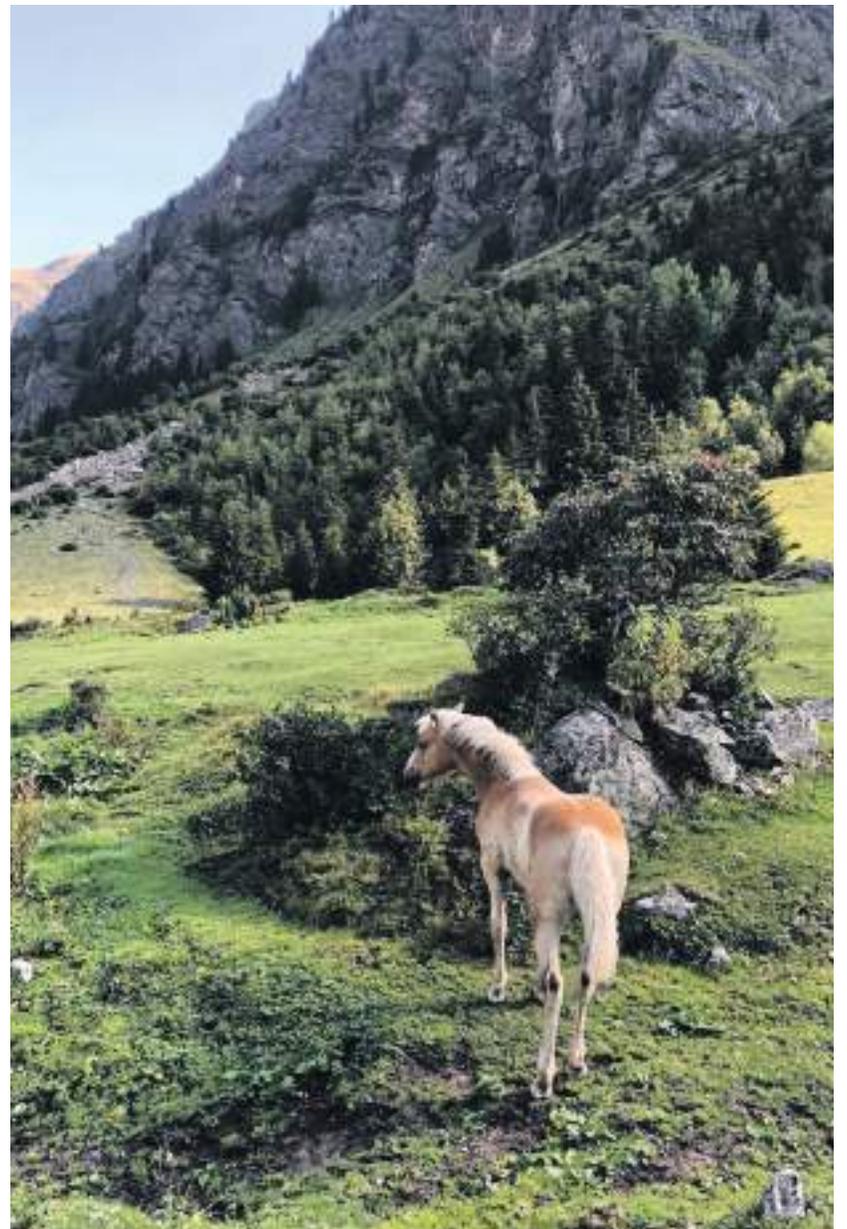
BIOHOTEL STILLEBACH

One person alert to the dangers of climate breakdown and its implications for the living planet is Trudi Melmer, owner of Biohotel Stillebach in Sankt Leonhard im Pitztal. The organic hotel, in the narrow upper valley of Pitztal, has a scattering of neighbours and opens out onto an undisturbed stretch of green. No new buildings will ever disturb this view: the adjacent land has been classified as a red avalanche zone, meaning no development is permitted.

The hotel has been in Trudi's family for generations, and as a child Trudi was raised to be attuned to the environment. She might not hop on the Glacier Express much, but Trudi needs only to look at the rising river water to see exactly how much the glacier is melting.

This change is one of many that led Trudi to run Stillebach as a sustainable and organic hotel. For her it's no more than an expression of how things should be, and how they always were. Trudi grew up with animals as her friends. She worked with her hands. She sees an absurdity in calling her hotel 'organic', as for her this way of working with the land is 'just normal'.

When Trudi started to witness the mechanisation of livestock farming and agriculture, she felt the need to stop and return to the 'normality' she had experienced as a child. Things changed far more rapidly in her lifetime than they did for previous generations, which is why the organic foundations of the hotel were never really promoted before Trudi took the helm a decade ago. 



LEFT & ABOVE
There are plenty of family-friendly cycle paths to enjoy during the summer; haflinger hacks are available from the family-run Reithof Pitztal stable

LIVING WITHIN BOUNDARIES

Travel and hospitality are key industries in Austria and hoteliers are all trying to carve their own niche in the market. You can find accommodation for hikers, sports enthusiasts and those who look forward to spa-style pampering after a day on the slopes. Being ‘just another hotel’ doesn’t cut it these days – each one is trying to develop its own USP.

Applying for Biohotel accreditation was a bold move; when Trudi chose to specialise in organic, people in the area thought she was mad. She was ahead of the curve because she trusted her instincts, and no one doubts her now. Her philosophy is that she will do things honestly, authentically and, crucially, in line with her own principles. Guests can take it or leave it, in the nicest possible way.

‘The world is so complex’, Trudi said. ‘All you can do is take ownership and responsibility for your own area. It’s good to follow your convictions but you need to consider people as well. You can’t force it – you can’t push people too hard. The radical approach just creates more separation.’

As far as Trudi’s convictions are concerned, modesty and simplicity are everything. ‘Some materialist people want more and more’, she says. ‘Here you can’t have more and more. The valley imposes its own boundaries. Growing up here teaches you that you can’t have everything.’

Austria’s glaciers experienced the biggest length losses since 1960 in 2016/17, with an average retreat of 25.2m

A NATURAL BEAUTY SPOT

For all its simplicity, Stillebach is absolutely stunning. It’s framed by the Mittagkogel and Wildspitze mountains, edged by a forest and has the gushing Klockelefall, one of the largest waterfalls in the Pitztal Valley, as a spotlight backdrop. The grounds include a natural outdoor pool with a slide and rafts. It’s a child’s paradise with surprises round every corner: there’s even a mud pit, fed by the thundering waterfall, and outdoor table football and table tennis. If the weather’s not too inviting, you can take advantage of the fantastic bouldering room: with 45-, 30- and 15-degree walls and a boulder area of 150 square metres, it’s great for beginners and pros alike.

As you might expect from a Bio Hotel, the food at Stillebach was exquisite. The evening meals were exactly what you needed after a day’s hiking, biking and scaring yourself silly up mountains. Four courses of nutritious, delicious fare, all sourced locally and all organic. Each plate was a rainbow, and so beautifully presented it felt criminal to disturb it with a knife and fork. The fine-dining experience was made all the more enjoyable by the friendly welcome extended by other guests. Each person was welcomed to the

dining area with a smile and a friendly ‘hallo!’ Some guests have been visiting Stillebach for years; they recant stories of friends trying to ‘rescue’ Trudi when an SMS alert has given a two- or three-day warning of sudden changes in the weather. They say Trudi’s response is to laugh ‘allés gut, it’s normal!’ If things get really dicey a siren rings out a warning to locals, at which point there’s a trust that the community would rally round – and that the ever-watchful witch would do her thing.

SUMMER IN THE ALPS

The hotel itself is bursting with charm and character, with light, spacious rooms that aren’t short of luxury. The walls are dotted with black and white photos of Trudi’s family; they serve as a constant reminder of Trudi’s journey: her long history and deep connection with the hotel and the land.

Trudi operates from the heart and through instinct: as a result everything at the hotel – from the food to the service – remains consistent all year round. The only thing that changes is the weather, and consequently the local activities available. There are two very distinct seasons: guests visiting

Stillebach from June to October are mainly there for natural swimming, hiking and walking to explore the mountain plants. Skiing and cross-country skiing is usually possible from December to April. The hotel is closed in May and November, and Trudi uses these two 'awkward' transitional months to take a break and get any necessary building work done.

This was the first time we'd visited a ski spot out of season so we weren't sure exactly what to expect. In short it was bliss; when the sun shone it lit the soft purples and vivid greens of the landscape spectacularly, bouncing off wild herbs and flowers and illuminating sap that dripped from the pines. And it was hot; we spent most of our time in T-shirts and shorts as we cycled and hiked up from the valley.

The weather could change quickly, though; two of us elected to leave raincoats behind when we set off for a two-hour hike up to the picturesque Tiefenthal Alm, which served local food and drink and was set in stunning grounds with lots of animals. It rained (of course) and we – along with several other equally unprepared walkers – crammed round a wood-burning stove in a cabin at the top, peeling off damp clothes and nailing them to beams to dry. We chatted, ate and waited for the rain to end. We weren't caught short again, and enjoyed beautiful sunny bike rides and haflinger hacks from the nearby family-run Reithof Pitztal stable.

THE BOND EFFECT

The local landscape was so breathtakingly beautiful that it was hard to imagine it buried beneath deep blankets of snow, but millions got a taste of the winter scenery when they watched *Spectre*. Sölden – 50 miles from Pitztal – was one of the locations for the James Bond film – and as luck would have it, it just happened to be on our way home.

A glass-fronted bar and gourmet restaurant, Ice Q, sits on the peak of Gaislachkogel mountain. Accessible only by cable car, it featured as the private medical clinic where Daniel Craig first meets Bond girl Dr Madeleine Swann (Léa Seydoux).

The building itself is 3,048m above sea level, surrounded by over 250 3,000m mountains. On the day of our visit there was a thick, low blanket of cloud, which created an illusion that the cable suddenly stopped in mid-air as we penetrated the



LEFT & TOP
The Land Rover Discovery 2.0 SD4 HSE was the perfect off-road adventure vehicle; The James Bond Elements exhibition in Sölden

'You can't push people too hard. The radical approach just creates more separation.'

cloud on our ascent and descent. It was a mind-bending but spectacular journey – and the reward at the top was well worth it.

Ice Q offers light snacks, coffees, full meals and fine wines; we enjoyed a delicious vegan lunch, served by friendly and attentive waiters, before Jarvis and Sophia visited the Elements exhibition. This immersive James Bond extravaganza takes visitors through the making of *Spectre*, and even features the reconstructed aeroplane Bond used to race down the mountain in pursuit of Madeleine Swann. This was a great day out and one we just couldn't miss while we were in the area.

A JOURNEY OF DISCOVERY

The Bond theme continued as we drove home; we'd travelled to Austria in a Land Rover Discovery 2.0 SD4 HSE – one of the few cars capable of handling the off-road adventures we inevitably experienced during our stay in the mountains.

The hours flew by as we crossed Austria, Germany and France in luxurious comfort – the sound system pumping out the *Spectre* soundtrack at its best – before

boarding the Seven Sisters DFDS ferry at Dieppe. The smooth, four-hour crossing to Newhaven was long enough to stretch, get some rest and enjoy a lovely warm meal together after eating supermarket salads thrown together on the road.

As we approached Newhaven the white cliffs looked smaller than I'd remembered – but the pleasure of knowing I could walk to the top without relying on cables was pretty hard to beat. Still, the next time I'm out in the elements or on challenging terrain, I'll remember to ask the witch for protection, and thank her for conserving the sublime beauty that's all around us. ■

FIND OUT MORE

- For Biohotel Stillebach enquiries and bookings visit stillebach.at/en/rooms-prices/enquiries-and-bookings.html
- More about the philosophy behind the hotel is at stillebach.at/en/philosophie
- Information about the Bio Hotels group is at biohotels.info/en



Competitions

We've got our hands on a bunch of prizes from fantastic companies that are choosing to do things differently. We love them all and we want to give you a chance to get to know them, too – so we're running these competitions so you can have a go and see for yourself!

We've hand-picked this selection of green pearls – from ethical fashion and beauty products to spa treatments and even a shopping spree on our Marketplace – to help give you a boost this autumn.

No catch. No pressure. Just enjoy!

You can enter all our competitions and view more prize details – plus any terms and conditions – by visiting mygreenpod.com/competitions.

Share them with friends, spread the word and update us with your experiences if you're one of our winners.

Good luck!

To enter, visit mygreenpod.com



WIN

£200 TO SPEND ON ETHICAL FASHION FROM ZOLA AMOUR

Select your own key items from the timeless stylish and sustainable capsule wardrobe collection at Zola Amour! One lucky winner will receive a £200 voucher to spend online.

Deadline for entries: 28.02.19



WIN

ONE OF 10 PURE LAKES 'PURE BATH' GIFT SETS

Get set for a relaxing and indulgent bath ritual: 10 readers will receive a gift set containing a Bath & Massage Oil, Hand & Body Lotion, Shampoo, Conditioner and Skin Repair Bar.

Deadline for entries: 28.02.19

MY GREEN
pod
£500!

WIN

£500 TO SPEND ON THE MYGREENPOD.COM MARKETPLACE

We're about to launch a new Marketplace packed with ethical products, so to celebrate we're giving away £500 to spend there! Two runners-up will be able to spend £200.

Deadline for entries: 28.02.19



WIN

A FULL SET OF PRODUCTS FROM ATLANTIS SKINCARE

The lovingly handmade, completely natural products from Atlantis Skincare are for those who take a holistic approach to all areas of their life. One winner will receive a full set, including cleanser, toner, moisturiser, face mask, stretch mark oil and eye cream.

Deadline for entries: 28.02.19



WIN

ONE OF 10 BREAKFAST LOVERS HAMPERS FROM PRIMROSE'S KITCHEN

Start looking forward to getting out of bed! This hamper contains Beetroot & Ginger Muesli, Carrot, Apple & Cinnamon Muesli, Porridge Oats, Orange & Cashew Granola, Turmeric & Banana Granola and Courgette & Cacao Granola.

Deadline for entries: 28.02.19



WIN

£200 TO SPEND ON TREATMENTS OF YOUR CHOICE AT THE BARN, SOMERSET

One reader will receive a £200 voucher for any treatments at award-winning beauty salon The Barn in Somerset. The 400-year-old converted barn has four acres of green land; it's the perfect place to escape and reconnect with Nature.

Deadline for entries: 28.02.19



WIN

ONE OF 20 WELEDA TRAVEL-SIZE BODY WASH GIFT SETS

Naturally fragranced with essential oils, these NATRUE-certified natural washes from Weleda are made from eco-friendly ingredients that are as gentle on the planet as they are on skin. They're also quickly and entirely biodegradable.

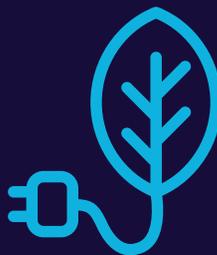
Deadline for entries: 28.02.19



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