

MY GREEN  
**pod**.com  
WINTER '18

THE  
**RESOLUTION  
REVOLUTION**  
ISSUE

**FREE!**  
MAGAZINE



**THE BEAUTY DETOX**

Why cleaning up your beauty regime is as important as detoxifying your diet

**BATTERY-POWERED HOUSES**

We speak to three people whose homes run on batteries

**THE COST OF COFFEE**

What happens to all the profits generated by our caffeine habit?

**COMPETITIONS**

A home solar and battery package, organic skincare and lots more ethical prizes

# 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.

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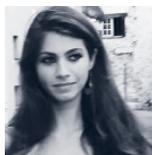
Find out more about our green promises  
[wykefarms.com/green](http://wykefarms.com/green)





Welcome to MyGreenPod Magazine!

Many of you will have started 2018 with your mind set on at least one resolution, whether it's eating better or exercising more. This issue is full of ways to make simple, long-term changes that will have a lasting effect on you and the planet – all while having fun with new products and experiences! Enjoy.



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 working tirelessly to offer ethical alternatives to mainstream products and services, in sectors from beauty to banking.

You might not see these options on the high street and, for various reasons, they may not be the first to appear in online searches. But they are on [mygreenpod.com](http://mygreenpod.com).



These Hero products and services support the shift to a more conscious lifestyle – and may mean you save some cash (and have some fun) along the way. #PutYourMoneyWhereYourHeartIs



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of the plastic thrown away in this country is recycled

# SPEEDWORK

## EXPLORING THE SUPER URBAN

UP TO  
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DISCOUNT CODE

**MGP2018**

**NEW YEAR, NEW YOU,  
NEW BIKE!**

We've put together some very special offers exclusively for MyGreenPod readers: [orangebikes.co.uk/mygreenpod](http://orangebikes.co.uk/mygreenpod)



Built as the soul-mate of the iconic Orange Clockwork mountain bike, the concept of the Speedwork is pretty straightforward - a bike for 'not-mountainbiking'.

High-performance, lightweight and rugged with the ground covering speed of a road bike but with a familiar and comfortable mountain bike attitude. Perfect for exploring hidden and forgotten urban trails; riding the fun stuff on the way to work, the shops or the long way to the pub (after all, you've earned it),

While there are plenty of bikes that sound like they might fit that bill, the new Orange Speedwork is a little different to most - make the suburban super.



info: [orangebikes.co.uk/speedwork](http://orangebikes.co.uk/speedwork)



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MY GREEN  
pod.com  
**HERO**  
WINTER '18

Introducing our Heroes of the Season!  
These superstar products and services are ethical alternatives from companies that are doing things differently (and brilliantly).  
View all our Heroes at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)

HEALTH & BEAUTY

TOP 5  
WINTER  
SWITCHES

FOOD & DRINK



**TIDEFORD ORGANICS TOMATO & BASIL SOUP WITH RED PEPPERS & MISO**

This delicious soup from Devon-based Tideford Organics is, like the rest of the company's range, organic, vegan and gluten-free, with no added sugar. It's a great option for everyone, but people living with IBS may be particularly interested: it's the UK's first organic FODMAP-friendly accredited soup. A low-FODMAP diet can ease and relieve the uncomfortable – and often debilitating – symptoms of IBS by helping sufferers to identify triggers.

@TidefordOrganic  
[tidefordorganics.com](http://tidefordorganics.com)

ARTS & FASHION



**LAURA ZABO UPCYCLED BICYCLE TYRE BELT**

Scrap tyres take generations to break down and often end up in landfill sites. Laura ZABO's solution was to upcycle them into great fashion accessories that are PETA-Approved Vegan. This belt comes in a range of colours and textures, meaning you'll be able to give an ethical twist to any outfit – in the office or out on the town. Each one's made from worn out or rejected bicycle tyres, helping to keep useful, durable materials out of the waste stream.

@laura\_zabo  
[laurazabo.co.uk](http://laurazabo.co.uk)

HOME & GARDEN



**GREEN FIBRES FINEST SATEEN ORGANIC COTTON BEDDING**

This exquisitely pure organic cotton bedlinen has a high thread count (290) and a beautiful and naturally occurring golden sheen. Organic cotton protects producers and the environment by eliminating the need for synthetic pesticides. This bedding is super-breathable and free from chemicals, meaning it's gentle on even the most sensitive skin. It's made under safe and fair working conditions and certified organic by the Soil Association.

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[greenfibres.com](http://greenfibres.com)



**FRIENDLY SOAP LAVENDER GERANIUM SHAMPOO BAR**

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[aluciaorganics.com](http://aluciaorganics.com)

TRAVEL



**VEGGIEHOTELS**

VeggieHotels is world's first hotel directory for purely vegetarian and vegan hotels, B&Bs, resorts and health centres. From vegan surfing camps to luxury hotels, exclusive Ayurvedic retreats to simple mountain chalets and Tuscan country estates to holistic wellness resorts on Bali, the hotels presented by VeggieHotels are dream destinations for fans of plant-based sustenance – and a whole lot more. Each is run with great love and enthusiasm, and stands for a kind of tourism that's ethical and sustainable.

@VeggieHotels [veggie-hotels.com](http://veggie-hotels.com)

1  
How could our caffeine habit be more ethical? Single-use cups are a huge issue – but so is the fact coffee farmers struggle in poverty while western roasters get rich. All Not 1 Bean Ltd coffee is roasted in developing nations.

@Not1Bean  
[not1bean.com](http://not1bean.com)

2  
If your skin's suffering from the mix of central heating and cold weather, keep a tube of Weleda Skin Food with you at all times. This natural wonder balm will soothe and nourish dry, chapped skin.

@WeledaUK  
[weleda.co.uk](http://weleda.co.uk)

3  
Still feeling the aftershocks of an over-indulgent Christmas? PJ Kombucha will help detox your body, boost your immune system and improve digestion.

@PJKombucha  
[pjkombucha.com](http://pjkombucha.com)

4  
New year, new carbon footprint: it's time to take the leap and switch to a renewable energy supplier. You'll almost certainly be rewarded with savings on your energy bills.

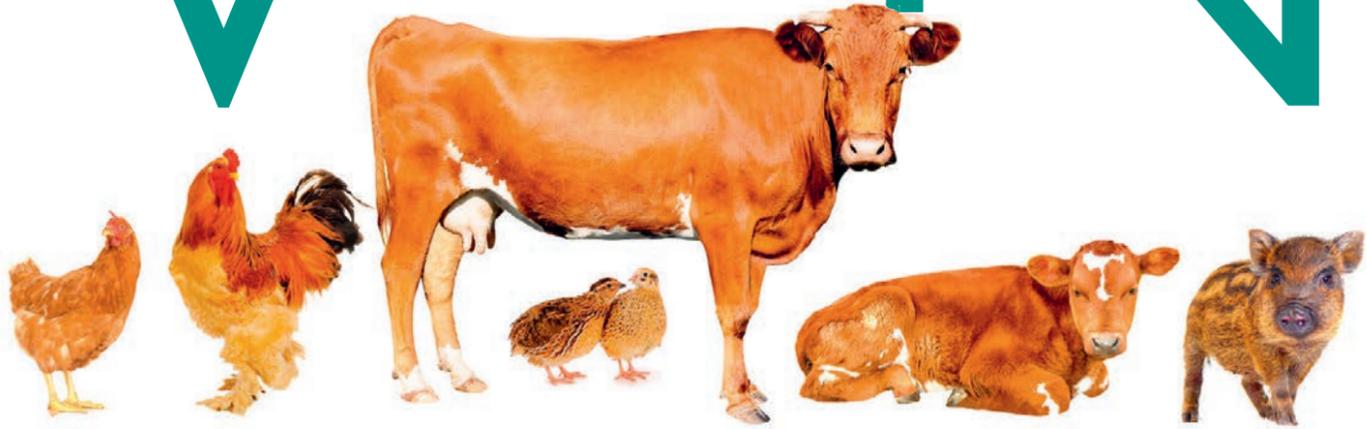
@octopus\_energy  
[mygreencollective.com](http://mygreencollective.com)

5  
If you've gone into saving mode, make sure you put your money where your heart is. With a Triodos Bank ethical savings account your money will only ever be used to support good causes.

@triodosuk  
[triodos.co.uk](http://triodos.co.uk)

## HOW TO GO

## VEGAN



## We find out why Veganuary's founders are making it easier to go vegan any time, anywhere

Jane Land initially thought her partner Matthew Glover was slurring his words when he blurted 'VEE-GAN-U-ARY' during a wine-fuelled conversation in their living room. 'Maybe he was', Jane said, 'but it actually made sense!'

As vegans, the pair had been 'horrified' to discover how animals are treated in the mainstream food system. 'Becoming vegan is one of the best things an individual can do to reduce animal suffering,' explains Matthew. 'And we know that people who change a behaviour for a month find it easier to change habits in the long term. January seemed a logical time to encourage the shift to veganism, as it's when people commit to New Year's resolutions that will improve their own lives and also help others.'

Within a couple of months, Jane and Matthew had created a brand and website, and the very first Veganuary was run late at night from their bedroom; they were entrepreneur and English teacher by day, animal campaigners by night.

Since that wine-soaked autumn evening of 2013, 'the new month with the weird name'



Turn to page 07 to find out why we've awarded Tideford Organics Tomato & Basil Soup with Red Peppers & Miso a Hero of the Season award

keeps getting bigger and better. There has been a 20-fold increase in the number of people pledging to ditch meat and dairy for the month of January, and the campaign continues to double in size every year. 60,000 took the pledge in 2017 and this year, Jane and Matthew estimate a further 150,000 are taking part.

## GOING VEGANNUAL

But Veganuary isn't just about January any more; a new 'Try Vegan This Month' initiative is helping anyone to go animal-free at any time of the year.

Participants who sign up will receive all the same love and support from the Veganuary team as those who take part during January, including access to global advice on a closed, 10,000-strong Facebook group and daily emails on the practicalities and benefits of trying a vegan diet.

Help is also at hand from the new book, *How To Go Vegan* (available from Waterstones and Amazon). The result of a partnership between Hodder & Stoughton and Veganuary, this accessible, practical

guide to going vegan makes replacing meat and dairy products easy and fun. 'Being vegan doesn't have to be tough or scary and we want as many people as possible to give it a try', Matthew told us. 'Our book is designed to help people along that journey, and it will be a useful tool for friends and family, too.'

## A LIFESTYLE IN DEMAND

The chances are you now know at least one vegan; research commissioned by The Vegan Society found a 260% increase in the number of UK vegans over the past 10 years. More recently, our biggest supermarket chain, Tesco, announced that demand for vegetarian and vegan ready meals and snacks soared by 40% in just 12 months.

In three years, 'vegan' internet searches have risen 221% and 'dairy free' by 91%. These steadily growing food trends reflect people's desire for long-term change in their eating habits. We're turning our backs on fads and quick fixes and opting instead for whole, real-food diets.

One company benefiting from these changes is Veganuary sponsor Tideford Organics, which has seen a 43% growth in sales since switching to fully plant-based products. Lynette Sinclair, the company's MD, said, 'On top of such a positive sales increase, we've calculated the environmental impact of our new range. Tideford has saved 63,000kg of CO<sub>2</sub> this year – the same amount of carbon stored by 74 acres of forest in one year, or the equivalent of switching over 2,000 incandescent lightbulbs to LEDs.'

## STAR APPEAL

The potential impact of business-wide shifts is huge, but individuals can also make a big difference. Calculations suggest that each person's commitment to Veganuary can spare the suffering of 30 animals and

**97%**  
of respondents to  
2017's Veganuary survey  
reported feeling  
healthier at the end  
of the month

PHOTOGRAPHY ISTOCK



## MAKE IT HAPPEN

## EGG-FREE BAKING

Aquafaba – the liquid in a can of chickpeas – is a great egg replacement when baking. Three tablespoons are roughly equal to one whole egg, while two tablespoons can be used in place of one egg white.

## HOW TO MILK A NUT

It's easy to find a substitute for milk; most supermarkets carry an almond, hemp, soy or rice milk alternative – or you could make your own by blitzing 1.5 cups of nuts with 2.5 cups of water (add a couple of dates to sweeten). If you like a foamy latte, Oatly's Oat Drink Barista Edition froths up beautifully.

## SUGAR HIT

Honey's off the menu, but plenty of sweet products – including Original and Golden Oreos, McVitie's Chocolate Chip Hobnobs, Co-op Jam Doughnuts and Jus Rol's Pain Au Chocolat, Croissants and Cinnamon Swirls – are, surprisingly, vegan.

save carbon emissions equivalent to driving 1,500km in your car.

The internet, and social media in particular, has been key to getting this information out to a wider and more diverse audience than ever before. Information is only a few clicks away, and celebrities with serious social clout, ranging from Lewis Hamilton to Beyoncé, are giving the movement a nudge with public endorsements of a plant-based diet.

In her foreword to the new *How To Go Vegan* book, Harry Potter star Evanna Lynch wrote, 'this is a beautiful, inspiring, information-packed tome, which feels like a friendly vegan fairy godmother taking your hand and guiding you down your personal tailor-made path to becoming the best vegan you can be.'

And that, in a nutshell, is what Veganuary tries to be. ■

## FIND OUT MORE

- Take the month-long vegan pledge any time of the year at [veganuary.com/register](http://veganuary.com/register)
- Explore vegan recipes at [veganuary.com/recipes](http://veganuary.com/recipes)
- Make it easy with the Vegan Starter Kit at [veganuary.com/starter-kit](http://veganuary.com/starter-kit)
- Order your copy of *How To Go Vegan* at [waterstones.com](http://waterstones.com)



**If you generate your own renewable energy, we salute you – but why export up to 80% to the grid when you could use it yourself?**

**M**ost properties with solar panels or a wind turbine only consume a fraction of the renewable energy they generate; in fact, the average home uses around 20% and sends the rest back to the grid.

The National Grid has said this is an issue, warning of the complexities and hazards of managing all the exported energy from what are effectively hundreds of thousands of mini power stations. On top of that, homeowners and businesses could in most cases draw far greater environmental – and financial – benefits from microgeneration infrastructure they've already installed.

**SUPPLY AND DEMAND**

The main reason renewable energy's exported to the grid is the disparity between when it's harvested and when the property needs it.

Lee Sutton, who used to be a solar panel installer, noticed the issue when he had a solar PV system fitted to his own roof. 'I quickly realised that it was great having solar when you're in all day and using the energy', Lee explains, 'but most of the time people are out and about during the day when the sun is shining the strongest, so they're sending all their energy back to the grid.'

This was obviously great when the Feed-in Tariff (FiT) was lucrative, but in December 2015 the government announced a 65% cut in the subsidies received by householders with rooftop solar panels. The rate was slashed from 12.47p per kilowatt hour to just 4.39p.

Lee and Jordan Marie Brompton worked at one of the many renewable energy companies that collapsed as a

result of changes in the government's renewable energy policy. Their business, which created, released and sold over 25,000 units of a product for the UK solar market, went into voluntary liquidation when the FiT was cut.

Thousands of people went out of work and business during this period, but Lee never lost faith; he'd seen a little niche in the market that would maximise the benefit of having solar panels and increase the payback. With products in his head, he partnered with Jordan and some of the original team came back to join him. In September 2016 their new company, myenergi, was born.

**POWER TO THE PEOPLE**

'We saw a pattern emerging across Europe', Jordan tells us. 'As the demand for electricity goes up, unfortunately so do prices – but the price of self-generation systems such as solar panels are coming down and technology is improving at a rapid pace.'

Generating electricity for use in your own property is a great way to lower your bills, and increasing a household's 'self-consumption' – the amount of homemade energy it uses – amplifies these savings. Myenergi's mission from the start was to ramp up self-consumption in order to give power back to the people, lower utility bills and reduce pressure on the National Grid, meaning there'd be fewer reasons to use coal, gas and nuclear power.

'In using more self-generated 'free' energy, you're buying in less fossil fuel supplied electricity', Jordan explains. 'You're not only saving money, but also having a positive environmental impact.'

**CUTTING HOUSEHOLD BILLS**

With seven years' worth of experience, the team at myenergi put all its knowledge, expertise and experience into a new product, the eddi. It's a clever little piece of kit that helps you consume the green energy produced by your microgeneration system.

The device acts as an automatic power controller that diverts surplus energy to a designated area to save power and minimise your utility bills. Once installed, this system, which costs £365 (including VAT), can reduce an average household's energy bill by up to £250 per year.

It's a standalone product that works with any size of array to heat your immersion heater, storage heater, underfloor heating, towel rail or electric radiator – all with surplus power from your solar panels or wind turbine, and irrespective of whether or not you're at home. 'The full potential of the eddi could mean the property uses almost 100% of the power it generates!', Jordan says.

The eddi is fitted with a clear LCD display that provides details of the savings you're making. It has a wired current clamp, but myenergi has also developed the harvi, the world's first battery-free, wireless power measurement sensor, for ease of installation.



**TOP**  
The eddi and harvi can help you take control of your home's energy use



**ABOVE**  
The zappi is the first electric car charger to pay for itself in savings

**CHEAP EV CHARGING**

Hot on the heels of the eddi, myenergi released a first-of-its-kind intelligent electric vehicle charger – a smart device that lets you charge any electric car with surplus energy generated by your home.

'It does a similar job to the eddi, but the tech is very different', Jordan says. 'We figured why not give it a go? Lee had an electric car and it really got to him that he was unable to manage the solar efficiently when the sun was shining. We did some research and were shocked to find there was nothing on the market, so we designed, prototyped and tested the zappi.'

The zappi has three charge modes – the cleverest being the ECO and ECO+, which maximise the efficacy of your microgeneration system. You can charge your car with surplus energy, enjoy a full graphic display and view listings of your savings that date back to the time your zappi was installed.

The zappi's smart features mean it could benefit any home, not just those with solar panels or a wind turbine. ▶



PHOTOGRAPHY ISTOCK

an eddi or zappi can only improve your return on investment in solar panels. They are classic no-brainer products.'

BELOW (L-R) Lee, Jordan, Chris, Robin and Sean at the myenergi base in Binbrook

The device can sense when economy or cheaper tariffs are available, meaning you get the cheapest charge possible. The load balancing feature is also a popular one, as it slows down the charge to the car when the load's increased in the home, which is great for the house and the grid.

The unit costs £495 (including VAT), but it's an OLEV-approved device, meaning you could claim £500 back from the government's Office for Low Emission Vehicles if you've just bought an electric car.

'The zappi is the smartest charger on the market, and the only one that pays for itself in savings', Lee tells us. 'How quickly it pays the customer back can vary quite drastically, as obviously the variables change for each home. In most cases we predict the zappi will pay for itself within three to four years. For drivers who park their car at home a lot, or have a zappi at an office with microgeneration, it will be a lot quicker – somewhere between one and three years. Obviously if the government has paid for it under the OLEV scheme then the homeowner only has the installation costs to pay, which start at £249.'



### CONTROL YOUR OWN ENERGY

The zappi can work alone, or you can use it alongside the eddi and harvi to manage all your home's energy and save money by diverting power, turning appliances on and off and reducing grid reliance. The devices provide total flexibility in terms of choosing and managing where your self-generated energy goes.

'If a home only has a small array the eddi can store surplus energy as heat', Lee explains. 'This saves you from pulling power from the grid when you come home in the evening and want hot water. If you have a larger array you could heat two loads, say underfloor heating and your immersion, then when they're up to full temperature charge your car, or vice versa.'

Similarly, if you have an electric car with a big battery that sits on your drive, it would make sense to slow-charge the car with a zappi to make use of home-generated energy instead of exporting it.

All of the devices can also be used alongside a battery system to mop up any surplus energy you generate on days when the battery is fully charged by midday.

Myenergi is currently developing a new app, due by summer 2018, that will let customers control their energy use from their phone. 'You'll be able to boost heating, increase your electric vehicle charge, switch surplus energy priorities, view data and see financial savings', Jordan tells us. 'Having an eddi or a zappi can only improve your return on investment in solar panels. They are classic no-brainer products.'

### THE TIME TO SWITCH

Despite the setbacks created by the 2015-16 solar market collapse, moving goalposts and inconsistent renewable energy policy, Lee and Jordan have refused to give up on their dream of a future powered by clean energy.

'The honest drive for all of us is the sector', Lee says. 'What's not to love? Promoting green, clean energy that will help save the planet and our health as a collective. Imagine a world where people generate their own electricity and support the grids to decarbonise, while driving round in electric cars and breathing clean air. That's our ultimate goal.'

The fact myenergi's products save people money is a great bonus on the way to saving the planet; 'Technology is improving at a rapid rate and the price of microgeneration systems and batteries is coming down just as quickly', Jordan says. 'This is the best and most obvious time to make the switch to green energy.' ■

### FIND OUT MORE

- More about the eddi and zappi is at [myenergi.uk/products](http://myenergi.uk/products)
- OLEV installers for the zappi are listed at [myenergi.uk](http://myenergi.uk)
- More on Lee, Jordan and the rest of the team is at [myenergi.uk/about-us/](http://myenergi.uk/about-us/)



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Do you know green heroes?  
Has your team changed the world?  
Know a product that changes everything?

## CATEGORIES

- ARTS
- BEST PRODUCT
- ENERGY
- FOOD
- GREENEST FAMILY
- GREEN PIONEER
- MONEY
- NATURE
- VEGAN

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[www.peaawards.com](http://www.peaawards.com)

**Meet the London family that made a documentary about living with tribal leaders and shamans**

**F**ilmed by a London couple and their three young children, *Down to Earth* follows the family's search for a new perspective on life. In their five-year journey across six continents, they lived with some of the planet's oldest indigenous communities, listening to their outlooks on modern civilisation and the need for change.

**THE JOURNEY OF A LIFETIME**

The film was made by artist Renata Heinen and leadership consultant Rolf Winters, who lived in London until an encounter with a Native American tribe inspired them to take their children out of school and move to the North Michigan backwoods.

'Becoming parents made us look differently at the world and our own role in it', Renata tells us. 'I didn't want my children to become a product of our system and the urge grew to break away, to lead a more pure way of life.'

The couple home-schooled their children, learnt to grow their own food and explored a more basic life spent in close connection with Nature. The idea to make a film came three years into their journey, when they meet a Potawatomi medicine man known as Nowaten (He Who Listens).

**KEEPERS OF THE EARTH**

Renata and Rolf realised that tribal elders have a source of wisdom that could be hugely beneficial to the modern world. From there, they joined the dots between different societies and viewpoints, travelling with just one



bag and a camera each in search of pivotal figures they describe as 'Keepers of the Earth'.

The film brings viewers face to face with tribal leaders and shamans, many of whom have never been filmed or interviewed before. From the heart of the Amazon to the jungles of India, and from the Australian outback to the Kalahari Desert, they encounter people who survive in harmony with the seasons and the planet.

'I had come to a stage where I started to see the patterns of the system through my work in corporate boardrooms,' Rolf

explains. 'The higher I came into the hierarchy of corporations, the more disappointed I became with the leadership I encountered. The lack of vision, the lack of understanding of the bigger picture, the egotistical games that go on – not to mention the incredible short-term focus. Imagine how I felt when I met these Native American chiefs who spoke about their responsibility to take decisions that will positively affect seven generations ahead.'

**THE POWER OF FILM**

Can documentaries have a real impact on the way we live? *Super Size Me* famously caused McDonald's to drop its super-size option, and *The End of the Line* stopped major suppliers from selling swordfish and bluefin tuna.

*Down to Earth*, however, is aimed not at the usual corporate culprits but at us – individual human beings and our lifestyle and behaviour. The makers believe therein lies the solution to the big challenges we face in the world. ■

**FIND OUT MORE**

- View a trailer and see how *Down to Earth* has inspired people-powered change at [downtoearthfilm.com](http://downtoearthfilm.com) or [facebook.com/downtoearthfilm](https://facebook.com/downtoearthfilm)
- Arrange a screening for your organisation at [downtoearthfilm.com/your-initiative-uk](http://downtoearthfilm.com/your-initiative-uk)



→

**READER OFFER**

Ahead of *Down to Earth's* UK release this May, MyGreenPod readers have a one-off opportunity to be part of a pre-premiere screening event, where they can speak to the film-makers and hear their story first-hand.

**DATE:** 24 March 2018  
**TIME:** 12:00-15:00  
**LOCATION:** Rio Cinema, Dalston, London  
**PRICE:** £19.50 (incl. hot drink & snack)  
**BOOK AT:** [downtoearthfilm.com/mygreenpod](http://downtoearthfilm.com/mygreenpod)

PHOTOGRAPHY RENATA HEINEN

# JANEY LOVES

Natural beauty expert Janey Lee Grace on sticking to your resolutions, with a little help...

This is the time we put pressure on ourselves to lose weight, exercise more, eat less, perfect our beauty regime and all the rest of it. The key to changing or improving any habit is always about taking daily actions in line with our goal.

Life coach Cat Raincock uses progressive hypnotherapy to re-programme thought patterns and get to the root of beliefs, then change habits of thought and action. She suggests stating our resolutions



– ‘in 2018 I’ll take better care of myself and improve my beauty regime’ – and take baby steps that build up every day. Sometimes we need a bit of help!

I also think it’s important to remember to choose happiness. It sounds way too simplistic, but the happier we look, the more attractive we are. Of course there are some wonderful natural and healthy products to help us on our way, too! Here are my top picks for winter.

## PRODUCTS

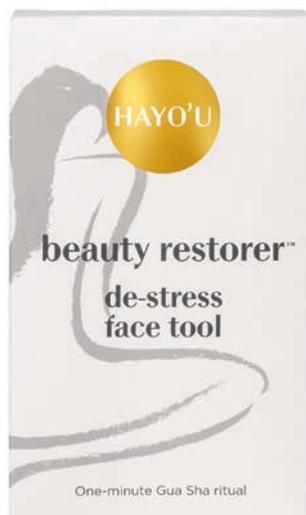


### SOAK AND REGENERATE

Soak away the new year blues with a relaxing bath using Westlab Detoxifying Himalayan Salt (£5.99, 1kg). Westlab sources the highest quality Himalayan salt crystals, which are naturally cleansing and rich in essential skin minerals. The pretty pink crystals have been around for millions of years and contain an impressive 84 different minerals, including magnesium, for smooth, radiant, healthy skin.

### CLEAR AWAY TENSION

Give yourself an energising facial massage using the unique jade ‘massage tool’, the Hayo’u Beauty Restorer De-Stress Face Tool (£29.17). It increases circulation, stimulates collagen and relaxes facial muscles, clearing tension from the face to refresh your mental state and reveal your radiant complexion. Just one minute, using a little facial oil, works a treat; you’ll see instant results and long-term benefits.



### HEALING OILS

The gorgeous Silvan Skincare Soothe Face Oil (£16, 50ml) is rich in healing botanical oils to ease symptoms of inflammatory skin conditions, leaving the skin smooth, soft and moisturised. Organic evening primrose, hemp, jojoba and kiwi plus chamomile, neroli and everlasting flower calm, soothe and nourish sensitive skin.

### ADD SOME SHIMMER!

Apply a slick of the fabulous Weleda Tinted Lip Balm – available in Nude, Rose and Berry Red (all £6.95, 10ml) – for a hint of gloss and subtle shimmer. Then you’re ready to smile! Remember, as Thich Nhat Hanh said, ‘Because of your smile you make life more beautiful’.



### FIND OUT MORE

- More on Cat Raincock’s progressive hypnotherapy is at [catraincock.com](http://catraincock.com)
- Westlab’s salts and soaks can be found at [westlabsalts.co.uk](http://westlabsalts.co.uk)
- More about the Hayo’u Beauty Restorer is at [hayoumethod.com](http://hayoumethod.com)
- Silvan Skincare’s full range is at [silvanskincare.com](http://silvanskincare.com)
- View Weleda’s new tinted lip balms at [weleda.co.uk/shop](http://weleda.co.uk/shop)
- More of Janey’s recommendations are at [imperfectlynatural.com](http://imperfectlynatural.com)

# The beauty detox



about 60% of anything you put on your skin gets absorbed into your body'

## Cleaning up your beauty regime is just as important as detoxifying your diet

If you've made a resolution for 2018, the chances are it involves being kinder to your body: a recent YouGov poll cited eating better as the UK's number one New Year's resolution for 2018, followed by exercising more.

Ditching chocolate and hitting the gym will do wonders for your body, but so would changing your beauty regime – plus it might just save the planet.

### CLEAN: THE NEW TREND

Our 'need' to stay clean and smell nice is only a relatively recent phenomenon; the first shampoo was only invented in the 1930s and until the '50s most people didn't even have an indoor bathroom.

We've since discovered the joy of bubbles, which are made using known skin irritants called surfactants, and use not only shampoo but also conditioner, gels, sprays, mousses and waxes in a bid to create a glossy style that lasts all day and into the night.

A weekly bath in front of the fire wouldn't cut it these days; our urge to feel and smell clean now supports a £6bn industry. We're spending more money on products, but we're also becoming sicker.

### WHAT ARE YOU REALLY EATING FOR BREAKFAST?

If you care about what you feed your body every morning, you need to consider what you put on your skin as well as what goes into your mouth.

While personal care products were once made in the field using simple formulations that biodegraded, they're now made in the lab. The foaming agents in toothpastes and aluminium salts in anti-perspirants are just two of the hidden ingredients that contribute to a toxic soup in our bodies. You may smell lovely as a result, but about 60% of anything you put on your skin gets absorbed into your body and ends up in your system.

Research from the Women's Environmental Network (WEN) reveals that every day, 12.2 million adults – one in every 13 women and one in every 23 men – are exposed to ingredients that are known or probable human carcinogens through the personal care products they use.

In fact, the daily personal care routine of almost all women (94%) leads to a potential exposure to the carcinogenic impurity hydroquinone.

### SICK SKIN

The skin is our largest – and perhaps most overlooked – organ; it provides a barrier to all sorts of pathogenic threats, helps to eliminate toxins, regulates our temperature and balances lost moisture.

The heavy use of modern synthetics in personal care products means we're stripping our skin of its natural defences and killing our 'good' skin bacteria, which is one of the reasons auto-immune diseases like eczema and asthma are on the rise. The prevalence of allergic

conditions in the UK is among the highest in the world, with a staggering 44% of British adults now suffering from at least one allergy.

There are also approximately eight million people with a skin disease in the UK; some are manageable, others are severe enough to kill.

### THE BIGGER PICTURE

The products we put on our bodies are bad for our health and bad for the planet. The cocktail of chemicals we scrub into our skin ends up being washed down the plughole and flushed into our water systems.

The good news is that we're starting to connect the dots and wake up to the damage we're doing to our rivers and oceans, not to mention the life in them. Officially named the UK's 'Best TV Show', the new series of David Attenborough's most recent venture, *Blue Planet II*, brought joy, tears and a stark reality to the nation.

According to online search behavioural specialist Hitwise, the number of people searching about the dangers of plastic in our oceans doubled when comparing the seven weeks before and after episode one. ▶



### MAKE IT HAPPEN

■ Avoid products with microbeads until the sales ban's enforced later this year.

■ Don't trust the image painted by the brand – even if the packaging states 'natural'. Always read the label and check the ingredients.

■ According to the WEN, the most common carcinogenic impurities found in personal care products are hydroquinone, ethylene dioxide, 1,4-dioxane, formaldehyde, nitrosamines, PAHs and acrylamide.



■ Look out for NATRUE, COSMOS Organic and COSMOS Natural logos (pictured above) on cosmetics and personal care products. These stamps of approval will only be carried by products that have been certified natural.



Searches on 'plastic recycling' rose by 55% following the programme's heart-wrenching finale, as viewers looked for ways to help fix the problem.

### A PLASTIC-FREE AISLE?

Brands want to play their part, too; in December a letter published in the *Financial Times* called on supermarkets to introduce a plastic-free aisle, an idea put forward by campaign group A Plastic Planet and backed by Theresa May when she launched the government's 25 Year Environment Plan on 11 January.

The letter acknowledged that 'by recycling plastic, we are merely recycling the problem', and stated a plastic-free aisle would be good for business. 'With at least a third of consumers saying that they base their purchasing decisions on the social and environmental impact of the products they buy, a plastic-free aisle would help supermarkets win over this growing band of informed consumers', it concluded.

The letter was signed by big-hitters including Andy Clarke, former CEO of Asda; Sir Ian Cheshire, chairman of Debenhams; Lord Rose of Monewden, former CEO of Argos and former chairman and CEO of Marks and Spencer; Lord MacLaurin of Knebworth, former chairman of Tesco and Lord Stone of Blackheath, former managing director of Marks and Spencer.

Another signatory was Jayn Sterland, MD of Weleda UK, who was ranked top of the Who's Who in Natural Beauty list of industry movers and shakers in both 2016 and 2017. Weleda is different from other cosmetic brands; it does things 'the Weleda Way' and has been pioneering clean beauty since 1921.

### CLEAN BEAUTY

'For us, 'clean beauty' is more than a mandate to remove 'nasties' from our daily beauty products – it's about taking responsibility for our actions – to ourselves and also to the planet,' says Jayn. 'It's a total, holistic approach to beauty and wellbeing, understanding that everything is connected – the products we use, our health and wellbeing and the way we treat the Earth.'

Jayn and the wider team at Weleda are campaigning tirelessly to clean up the beauty industry. They're joined by Lucy Pottinger, head of beauty at Holland & Barrett, who is helping to drive the shift to cleaner beauty on the high street. 'We banned single-use plastic bags long before it became law to charge 5p for them', Lucy tells us. 'We've also been reviewing the ingredients in our products, which is a constant forward-looking process. For eight years we've insisted that our suppliers of beauty products use no parabens or sodium laurel sulphates. We feel they're an unnecessary additive, and we just don't need them. And we've never sold cosmetics containing micro-plastics. We've now decided to market these commitments under the 'Clean Beauty' banner again because it's an issue customers tell us really matters to

## A PLASTIC PLANET

By 2025 there'll be a tonne of plastic for every three tonnes of fish in the sea. By 2050 the sea will contain more plastic than fish.

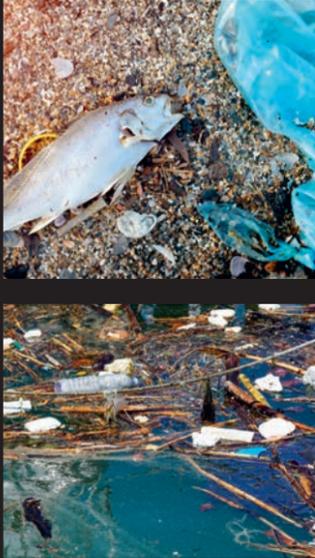
40% of all plastic used is for packaging.

Just 14% of the plastic thrown away in this country's recycled.

A third of fish caught off the coast of South West England contains traces of plastic.

100% of oysters and moules from northern France contain plastic.

British seafood eaters ingest approximately 11,000 pieces of plastic each year.



PHOTOGRAPHY ISTOCK

by recycling plastic, we are merely recycling the problem'

them. Working with brands like Weleda is essential to help educate customers about these topics.'

These pioneers are helping to put an end to the greenwashing that remains rife and, worryingly, entirely legal in the health and beauty sector. While all cosmetics on the European market must comply with the EU Cosmetic Regulation, there's currently no official definition of 'natural and organic cosmetic products', meaning there's no way to regulate how companies choose to use the terms in their advertising or branding.

### HOW TO CLEAN UP YOUR REGIME

The beauty industry may not be the most transparent or straightforward sector to navigate, but it's not impossible to make your morning regime less toxic. Opting for organic and non-plastic personal care products will help detox your body and clean up the seas.

The NATRUE and COSMOS logos (pictured on p17) represent the gold standard for organic and natural beauty products. When you see these on the packaging you can be confident there are no dangerous or hidden chemicals lurking inside.

Whether or not you've made the decision to start your days naturally in 2018, we all need to pay attention to the wake-up call about what our morning routine's doing to our bodies and the planet. ■

### FIND OUT MORE

- View Weleda's full range of natural products at [weleda.co.uk](http://weleda.co.uk)
- Sign A Plastic Planet's petition for a plastic-free aisle at [change.org](http://change.org) (search for 'plastic-free aisle')
- More on the NATRUE label is at [natrue.org](http://natrue.org)
- Information about the COSMOS logo is at [cosmos-standard.org/for-consumers](http://cosmos-standard.org/for-consumers)



Turn to page 07 to find out why Weleda Skin Food is one of our Top 5 Winter Switches



We Lead  
#cleanbeauty

Wake up naturally, and stay that way  
Your new morning routine

Since 1921, Weleda has been offering products free from any synthetic ingredients, parabens, artificial fragrances and ingredients derived from mineral oils. Switch up your morning routine to authentic, 100% certified natural cosmetics and join Weleda in the movement for cleaner cosmetics.

#cleanbeauty   100% Certified NATURAL Care

In harmony with nature and the human being  
[www.weleda.co.uk](http://www.weleda.co.uk)

 @WeledaUK  @WeledaUK

One couple's wish came true  
when they bought natural  
skincare company Pure Lakes

# LIVING A PURE DREAM

A company's best advocate is a happy customer – and Claire and Gareth McKeever were so taken with Pure Lakes' natural skincare products that they decided to buy the business.

Claire used to be an actress and salsa dance teacher, but lost the appetite for late nights and tours after getting married and having children. 'I wanted to be at home with my family, watching *Strictly* rather than trying to be in it!', she tells us.

The couple dreamed about having a business that reflected their healthy, happy and sustainable lifestyle. They were able to turn that aspiration into a reality when Sandra and Iain, the founders of Pure Lakes, decided to step back from the business.

Pure Lakes is an award-winning natural skincare brand that provides eco-luxe products handmade in the English Lake District. Everything's made at a workshop near Windermere, meaning that while Pure Lakes is making sure only the highest quality natural ingredients are used, it's also avoiding the costs of using outside manufacturers. Those savings are then passed on to the customer.

As a result, no one's priced out of a natural skincare regime: Pure Lakes' shower gels and hand washes start at just £5 while shampoos, conditioners and body lotions cost just £6. Even the company's most expensive product – the luxurious Rosehip, Camellia & Kiwi Seed Facial Oil – costs an extremely reasonable £15 (30ml). The plant-based products are created in small batches, so each customer

experiences the nourishing and invigorating ingredients at their freshest and, crucially, most effective.

## WHAT GOES IN – AND WHAT STAYS OUT

Claire and Gareth were among Pure Lakes' earliest customers; when Claire started using the nutrient-dense products, which are rich in antioxidants, she almost immediately noticed a change. 'Literally, within days I could see improvements in the feel and look of my skin and hair', she says.

Today, the difference is that Claire is personally involved in making every one of the products she fell in love with. 'It's the best part of my day!', she tells us. 'From melting the beeswax to mixing essential oils.'

Pure Lakes' packaging is just as vital to the range as the healing properties of the ingredients used; it's 100% recyclable and, where possible, made from recycled materials. 'We've stopped using normal PET plastic bottles and now use packaging made from a by-product of sugar', Claire says. 'It's great to think we're using a product that would otherwise have been thrown away.'

In this industry, what's kept out of products is just as important as what goes in. 'We will never use parabens, SLS or synthetic



ingredients', Claire says. 'These chemicals can irritate the skin and strip away its natural oils. There are so many natural alternatives to putting chemicals on your skin.'

## THE FUTURE OF ETHICAL BEAUTY

Pure Lakes operates an open-door policy; 'Please do come and visit!', Claire says. Customers are invited to visit the workshop, ask questions and see exactly how their product is being made.

This business is a labour of love, and Claire and Gareth both say they 'would be lost' without the generous support of its founders, Sandra and Iain. 'Ultimately, we want to carry on spreading the word that plant-based skincare and haircare can be just as – if not much more – effective than the traditional chemical-filled products that are still too common on shop shelves', Claire says. ■

## FIND OUT MORE

- Find out why Pure Lakes' Hydrating Hand Balm is a MyGreenPod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)
- View the full Pure Lakes range at [purlakes.co.uk](http://purlakes.co.uk)
- More on what goes into Pure Lakes products is at [purlakes.co.uk/pages/natural-ingredients](http://purlakes.co.uk/pages/natural-ingredients)

# The Lemon Detox

Celebrities swear by the Master Cleanse – but is fasting really good for you?

**T**he 5:2 diet has gained enough fans to suggest intermittent fasting is here to stay, and the Lemon Detox – a short liquid fast designed to cleanse your system and give you a mental and physical reboot – has a cult following. Going without food for seven days is clearly good for the environment, but is it good for your body?

Also known as the Master Cleanse, Neera Cleanse, Maple Syrup Diet and Lemonade Diet, the Lemon Detox has been around for years. It's based on the book *The Lemon Detox Diet: Rejuvenation Sensation* by Dr K A Beyer, which develops the principles of naturopath Stanley Burroughs' Master Cleanse, developed around 70 years ago.

The idea is that you fast for five to seven days, consuming nothing but a special drink made from maple and palm tree syrup, lemon juice, water and cayenne pepper. The concoction provides your body with essential energy and micronutrients while you fast.

More recently, one particular side-effect has made the cleanse's popularity soar: weight loss. Beyoncé Knowles famously used the Lemonade Diet to drop 20lbs – quickly – for her role in *Dreamgirls*, for which scenes of her 16- and 36-year-old character were shot just two weeks apart. The fan club has grown to include Anna Friel, Naomi Campbell, Gigi Hadid, Angelina Jolie, Jared Leto, Gwyneth Paltrow, Denzel Washington, Demi Moore, Ashton Kutcher – the list goes on.

## BREAKING BAD HABITS

We all know a healthy diet and regular exercise are the keys to good health and weight control, but some old habits are hard to beat. A short fasting diet can help to kick-start lasting lifestyle changes by breaking



## MAKE IT HAPPEN

The Lemon Detox isn't recommended for kids or people who have type 1 diabetes, are pregnant or breastfeeding or have a known eating disorder. If you want to give it a try, these tips will help you through.

- In the week before starting, consider cutting out any addictive elements of your diet, such as coffee, tea, sugar and alcohol, to deal with any withdrawal symptoms before you fast.
- Take some time to get into the right mindset before you fast, and clear the house of temptations!
- If you can, avoid dinner parties, lunches and going out as they will all put extra strain on your willpower.
- Try to encourage other people, in the office or at home, to do the detox at the same time as you.
- If possible, get someone else to cook family meals for the week.
- Find new things to do at meal times, such as yoga or reading.
- Exercise as you feel comfortable – but don't over-exert yourself.



embedded habits and eating patterns you may never have known were there.

Fasting makes you far more conscious of what you put into your body. For one week you won't be able to use your body as a bin or gobble down your kids' leftovers because you can't bear waste. It's a rewarding process, both physically and mentally, that will give your digestive system a short break. If you deal with some of those extra Christmas pounds in the meantime, then that's a bonus.

Madal Bal Natural Tree Syrup is the Lemon Detox drink's essential ingredient. It's a blend of six different maple and palm tree syrups, each selected for different nutrient properties and lower glycaemic index. Providing energy, potassium, manganese, zinc and other micronutrients, the syrup has been specifically developed to support people on short fasts.

A 1,000ml tin of Madal Bal Natural Tree Syrup should be enough for a seven-day fast. Add it to hot, cold or sparkling water, with lots of fresh lemon juice and a pinch of cayenne pepper, and expect to drink six to eight glasses per day. If you're on the go and don't want to lug a big bottle around, you can make a concentrate and dilute it with water.



To find out why we've made Madal Bal Natural Tree Syrup a MyGreen Pod Hero, visit [mygreenpod.com/heroes/madal-bal-natural-tree-syrup](http://mygreenpod.com/heroes/madal-bal-natural-tree-syrup)

On Friday night, I ate my last meal for a week: a piece of sea bass with fluffy mash and steamed broccoli. Then I went out and bought a mountain of lemons, extracted the cayenne pepper from the spice rack and took the tin of Madal Bal Natural Tree Syrup from the breakfast cupboard. Ingredients for my Lemon Detox, tick.

I squeezed the lemons, then mixed the juice with the syrup, cayenne and water. In five minutes, I had enough of the drink to get through day one of the fast. Job done.

And that's it. I went to bed ready to fast and to start the process of becoming that New Man...

**DAYS 1-2**

Backtracking a bit, I spent last week doing a 'pre-tox' – eating normally but cutting out addictive things like caffeine, sugar and snacks, and preparing myself mentally. It was a challenge, but I'm glad I don't have to contend with caffeine withdrawal as I start the fast. I plumped for starting on the weekend because the first couple of days are usually the hardest, and I reckoned I'd be best off riding them out at home and not having to concentrate too much.

So, how did the weekend go? Well, actually! I didn't have a single headache and, by drinking the drink regularly, I've managed to keep hunger at bay. Good start.

I felt a bit lethargic over the weekend, but there's no real way of saying whether this was just my usual weekend laziness or a fasting fog. Apart from that, I actually feel pretty good and I really think that the 'pre-tox' idea has worked well. Giving up coffee and tea normally gives me withdrawal headaches, so getting them out of the way before the fast seemed like a sensible strategy.

I had my arm twisted to go out to a social event on Saturday night. My hosts kindly put my Lemon Detox drink into a champagne flute and chucked in a cocktail umbrella, which was a nice touch.

I hadn't planned any strenuous exercise this weekend, but we did go for a nice walk along the seafront on Sunday. I took a little flask of the drink with me – warmed up – which was a nice comfort on a cold day when you can't take a hip flask.

Anyway, I made it through to Sunday night feeling good. I'm ready for whatever a working day can throw at me over the next couple of days.

**DAYS 3-5**

I had to work from home on Monday; I didn't have any problems knuckling down to work and I found that as long as I kept the water and the drink in abundant supply, I could keep the hunger pangs and concentration lapses at bay.

On Tuesday and Wednesday I was at my office desk, surrounded by people with plates of food, snacks and coffees – all fresh from the canteen I have to walk past to get in. I've noticed an acute sharpening of my sense of smell over the last couple of days; I can whiff a bacon sarnie from a hundred yards – downwind! – but I'm also finding it rather rewarding to be able to keep strong in the face of temptation!

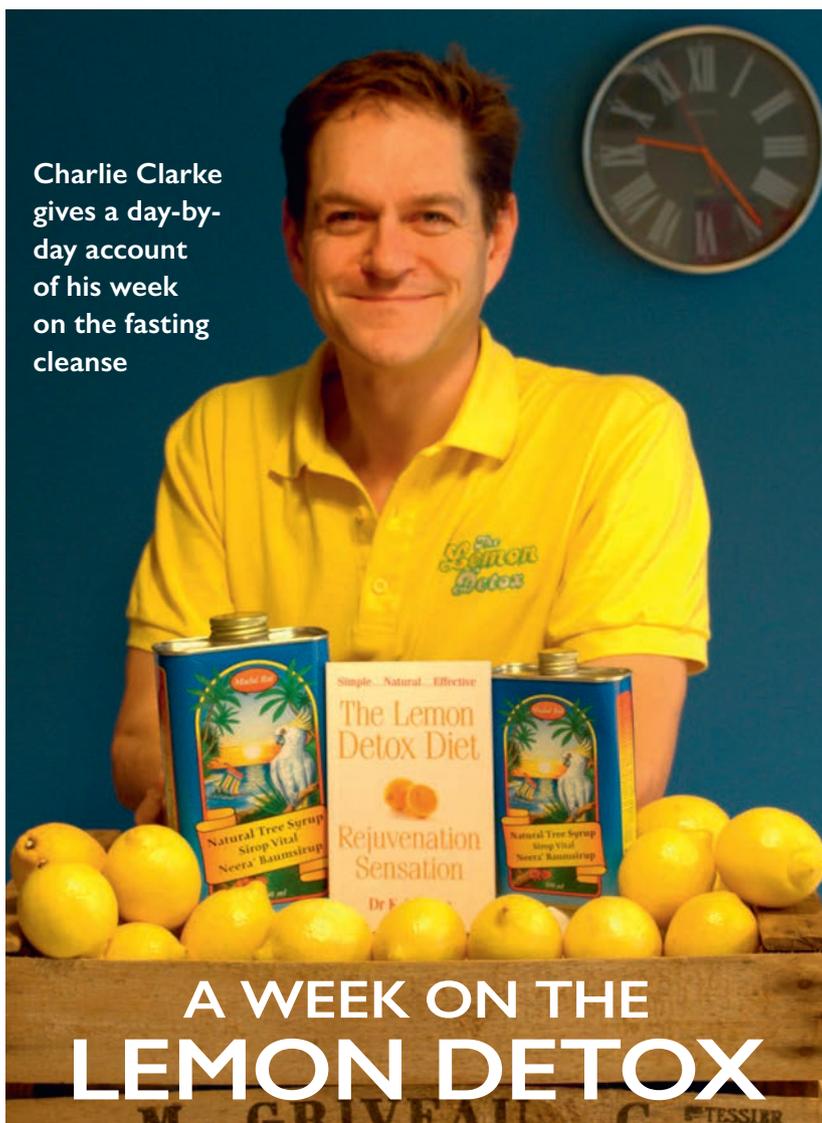
I'm not all skin and bones. I haven't had any headaches or any light-headedness, which is great (I am now convinced the pre-tox was an excellent idea), and I've been sleeping well.

I'm also becoming a bit more flexible. Not because of the fast, but because I've started doing some yoga in the mornings (instead of breakfast). We've had some yoga videos made specifically for people doing the Lemon Detox; I'm the guinea pig – and I'm quite enjoying them!

**DAYS 6-7**

The last couple of days are more about keeping strong mentally and resisting the desire to eat! But I come through them determined.

Charlie Clarke gives a day-by-day account of his week on the fasting cleanse



I'll be honest: drinking the same thing for a week can get a bit monotonous as the days progress, but I've varied the water I use to mix the drink: cold, warm and my favourite is sparkling (to shake things up). However, in retrospect I should have drunk a few more herbal teas just for a bit of variety. But with day seven in my sights, I was feeling in a good place psychologically and physically, so I ploughed on.

As I finish, I'm clear about one thing: FOOD IS GREAT! Waiting for me on the other side of the finish line, with arms open wide, was a double bill of delicious, homemade soups and a chunk of proper French baguette I'd purchased especially for the occasion earlier in the day.

You may be asking why I didn't break the fast with a juicy steak. The answer is simple: I'm not sure my poor old gut could have handled it. You have to ease yourself back onto foods as the digestive system re-emerges from its short hibernation.

As it turned out, after my first bowl of soup and a couple of bites of the baguette I was full. Gradually, over the rest of the weekend, I worked back to eating normally again.

**THE FINAL RECKONING?**

The fasting has left me feeling great, both mentally and physically. I feel healthy and also much more appreciative of, and aware about, the food I'm putting into my body. And what about that festive excess? When I started, I weighed in at 12st 10.5lbs. Seven fasting days later after my Lemon Detox and I was (drum-roll...) 12st 2.5lbs. There goes that Christmas roll, then!

**FIND OUT MORE**

- For stockists and free samples, visit [lemondetox.com](http://lemondetox.com)
- More about Madal Bal Natural Tree Syrup is at [madal-bal.co.uk](http://madal-bal.co.uk)
- Read the book *The Lemon Detox Diet: Rejuvenation Sensation*, available from Amazon, for tips and more



# BIG BARN

**Farmer Anthony Davison explains why buying from your local farm would mean you get cheaper, fresher produce than you'll find at the supermarket – and help support British farming at the same time**

**M**y name is Anthony Davison and I am a fifth generation farmer from Bedfordshire. I started social enterprise BigBarn 17 years ago, when I saw the onions we grew marked up from £110 per tonne ex-farm to £850 per tonne at Tesco.

This massive margin means that farms can sell fresher, better food – and, with enough customers, be cheaper than the supermarkets while still making a good profit.

## DISCOVER REAL FOOD

Consumers can discover real, seasonal food and, by chatting to the farmer, influence what's grown and be enthused to cook healthier, cheaper meals.

Many communities are being built this way, and some farm shops are linking with schools to get kids excited about food, showing them that potatoes don't grow on trees and that milk actually comes from cows.

BigBarn helps this process; we have a constantly updating – and growing – digital

local food map and online marketplace that we want everyone to use, share and contribute to.

## BUY LOCAL

So far we have 7,000 local food producers on the map and get 3,500 visitors per day. 560 producers have also set up shops in our marketplace, and 19,000 consumers have set up quick-pay accounts.

Producers have a password to tell their story by adding text, images, video, online shops and offers, and consumers can get a monthly newsletter with local food news and offers.

To help more people to buy local, we've

launched a new API that allows any website – from the BBC to MyGreenPod – to have our map. It will look as though it's theirs, and they'll be able to add to the network and share the income. You can join as a consumer to find local food and register for the newsletter, or a producer or outlet to win customers through BigBarn and partner websites. ■

## FIND OUT MORE

- For producers and deals in your area, visit [bigbarn.co.uk](http://bigbarn.co.uk)
- Browse the local food map at [bigbarn.co.uk/local-food-map](http://bigbarn.co.uk/local-food-map)
- Visit 'the Amazon of local food' at [bigbarn.co.uk/marketplace](http://bigbarn.co.uk/marketplace)

## A NEW GRACE

**To sum up, here is a grace for your next family meal, wedding or party.**

May we be truly thankful

That we have great food in this land from west to east  
And still have farmers to grow and rear a regular feast

But let us not become complacent

We must not allow those great big shops

To herd us down their aisles and make us stop

And buy salty ready meals and other such slop

We must buy fresh and direct from local farmers  
to encourage them to grow food that doesn't harm us

For the best food every day

visit [bigbarn.co.uk](http://bigbarn.co.uk)

**Join in and help divert the £120 billion spent in UK supermarkets to farmers and local shops with massive economic – and social – benefits for all.**



Real home-made sourdough bread made from stoneground organic flour. Cheaper than fake bread from the supermarket



Did you know the UK has more varieties of cheese than France?



# THE TEA OF IMMORTALITY

Is kombucha just another fad, or do we need to pay more attention to this health elixir?

**K**ombucha – ‘the tea of immortality’ – has reportedly been used to treat everything from high blood pressure to cancer. Today the fermented tea – which doesn’t taste like tea and is often described as a healthy soft drink – is more commonly found in health store fridges.

The most accepted theory of origin is that a Chinese scientist named Kombu brought the elixir to Japan in around 414 AD to heal the emperor’s digestive issues. From then on it was known as Kombu’s Tea, or KombuCha.

Despite its long history, we’re only beginning to understand kombucha’s health benefits. Patrick O’Connor, founder of PJ Kombucha, discovered them for himself after experiencing a skin infection. ‘It turned out to be quite a persistent little bugger’, he tells us. ‘I was on and off antibiotics for just over six months, which left my insides in turmoil. I was bloated, had irregular bowel movements and felt ill when eating some foods.’

Patrick searched for a natural remedy to replenish his lost micro-intestinal flora. He spotted kombucha in a small store in Western Australia and was drawn to the live natural cultures it contained. ‘After drinking kombucha for around 16 days, I started to feel like my old self’, he says. ‘The bloating

went in a few days and after a couple of weeks my bowels were in working order!’

## WHAT IS KOMBUCHA?

Kombucha is made by combining a scoby (symbiotic colony of bacteria and yeasts) with a sugary tea solution. The finished product’s bacterial, antioxidant and antimicrobial – plus some anticancer – properties have led to claims it restores and maintains beneficial gut bacteria, aids detoxification, supports the immune system, aids digestion and weight loss and helps combat stress and cholesterol.

We don’t yet know how drinking kombucha compares with taking other supplements, but kombucha’s point of difference is that it delivers a diverse number of live beneficial bacteria and yeasts, as well as the food they need to thrive in the gut, in the form of prebiotics. Tablets or other drinks, while great at introducing their strains of bacteria, often have a few strains or just the one.

On top of that, kombucha contains a range of naturally occurring vitamins (primarily

B-complex), amino acids, organic acids, digestive enzymes and antioxidants. ‘Just as in terrestrial and aquatic ecology, diversity is key to a healthy and sustainable ecosystem within the gut’, Patrick explains.

## BREWING KOMBUCHA

Kombucha is really easy to start, but it’s also easy to get wrong. ‘There have been incidents of people getting sick from kombucha due to improper home brew preparation’, Patrick says. ‘I’d caution anyone who wants to start a home brew to do their research so that they fully understand the biochemical processes taking place.’

Today there are so many options available that you don’t need to take the risk of brewing kombucha yourself. However, some businesses add sulphites and finings, and pasteurise, filter and dilute kombucha, all of which has an impact on its primary benefit: the live cultures it contains.

‘At PJ Kombucha we produce an unmanipulated and pure kombucha’, Patrick tells us. ‘We feel it’s important to actually offer what we say we’re offering.’

When Patrick started the business, around one in 50 people had heard of kombucha; now, one in four knows something about it. ‘Knowledge on gut health is widely accessible, and people are beginning to realise the importance of this previously neglected organ’, Patrick says. ‘This, combined with the growth in conscious consumerism, is pushing the market in the right direction.’ ■



## MAKE IT HAPPEN

■ As kombucha is a fermented food, similar benefits can be found in other products such as kefir and sauerkraut. Patrick believes adding as many fermented food items into your diet as possible is a good idea, though a lot will come down to personal taste.

■ Kombucha kits allow you to start your own brews quickly, but take an in-depth look at the process or seek a professional or a kombucha workshop for help starting them off.



Turn to page 07 to find out why PJ Ginger & Lime Kombucha is one of our Top 5 Winter Switches

## FIND OUT MORE

- More on the history and benefits of kombucha is at [pjkombucha.com/blog](http://pjkombucha.com/blog)
- You can buy PJ Kombucha from selected health stores or at [pjkombucha.com/#shopping](http://pjkombucha.com/#shopping)
- More on PJ Kombucha’s nutritionist, Sarah Grant, is at [pjkombucha.com/the-pj-nutritionist](http://pjkombucha.com/the-pj-nutritionist)

THE PROOF IS IN THE

# pudding

**Vegan Sunday dinners can be as filling and warming as any roast**

**E**ating fewer animal products is great for the planet, animal welfare and our health – and it's really easy once you've built up a stock of alternative products and know how to use them.

There really is a substitute for most ingredients; the cream in a chocolate mousse, for example, can be replaced with avocado, coconut cream, cashew nuts, tofu, chia seeds – the options go on and the results will all be deliciously different.

Once you start experimenting you'll soon gain confidence and develop your own favourites. This recipe for a delicious vegan winter warmer will help get you started!



## VEGAN MUSHROOM AND STOUT PUDDING

This savoury pudding is a great dish for a family Sunday dinner. It's rich and robust, thanks to the winning combination of stout, mushrooms and yeast extract, and tastes delicious with chips and steamed greens. Eat it alongside a bottle of hearty stout, one of its key ingredients. The creamy, roasted flavour of the bottle-conditioned stout from Suma Wholefoods echoes the richness of the pudding itself. Earthy mushrooms are subtly contrasted by hints of citrus, thanks to the orange peel undertones of the stout.

**SERVES:** 4-5 **TIME:** 40 mins prep, two hours cooking **USE:** Medium pudding basin (17cm)

### INGREDIENTS:

#### For the filling:

- 2 tbsp vegetable oil, for frying
- 1 onion, roughly chopped
- 1 garlic clove, finely chopped
- 250g chestnut mushrooms, quartered
- 150g closed-cup/field mushrooms, quartered
- 2 tsp dried thyme
- 2 bay leaves
- 200ml Suma Penumbra Stout
- 1/2 tsp English mustard
- 1 tsp yeast extract
- 100g Fry's Beef-Style Chunky Strips, or other meat alternative

#### For the suet pastry:

- 300g self-raising flour, plus extra for dusting
- 1/2 tsp salt
- 150g Suma Vegetarian Suet

### METHOD:

- 1 Pour the oil into a large frying pan over a medium heat, add the chopped onion and fry for a few minutes until softened. Add the chopped garlic and mushrooms and fry for five minutes or so, adding more oil if it's all absorbed. Add the thyme and bay leaves to the pan followed by the stout, mustard and yeast extract. Simmer on a low heat, with lid on, for around 20 minutes.
- 2 For the pastry, sift the flour and salt into a mixing bowl and stir in the suet.
- 3 Gradually stir in enough cold water to make a soft pastry; you'll need around 200ml.
- 4 Set aside one-third of the pastry to make the pudding lid. On a floured surface, roll the rest into a circle big enough to line your

pudding basin. Oil the inside of the basin then ease the pastry into it. Trim it to 1cm below the rim of the dish, to allow room for rising. Roll out the remaining pastry and trim it to fit snugly on top of the pastry edge.

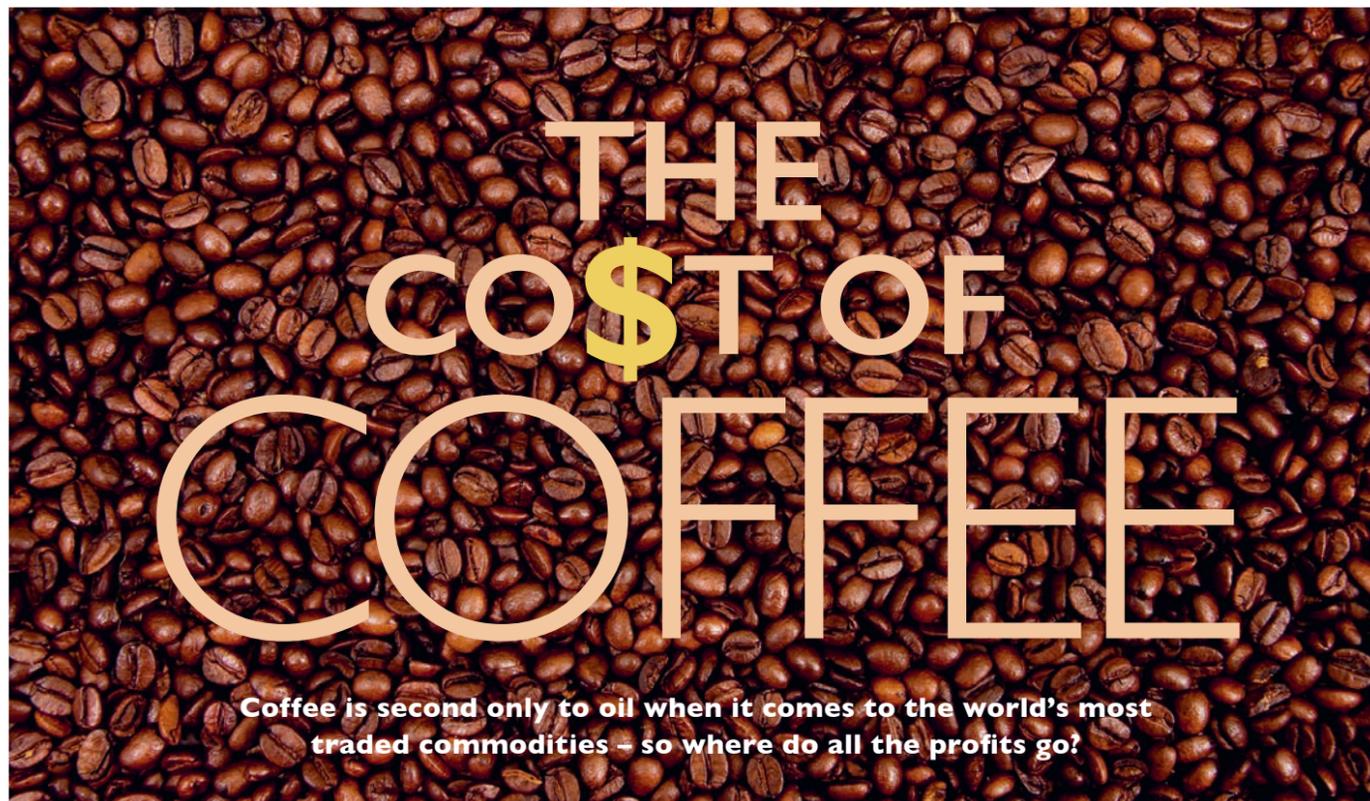
- 5 Stir the beef-style pieces into your filling mixture, then season to taste. Pour the mixture into the pastry case, rub the top edge with a little water then seal the pastry lid on top.
- 6 Cover your pudding basin first with a layer of greaseproof paper, then with foil, folding a large pleat in the top. Secure by tying string around the basin.

- 7 Place a saucer or cookie cutter in the base of a large saucepan and sit the pudding on top. Half-fill the pan with water and bring to the boil. Cover the pan with a lid and leave it to simmer gently for two hours, topping up the water if necessary.
- 8 Take the pan off the heat and carefully lift the basin out using oven gloves. Leave to stand for five minutes, then remove the string, foil and baking paper. Loosen the sides of the pudding with a pallet knife and invert the pudding carefully onto a serving plate large enough for the filling to ooze into. Slice and serve.

### FIND OUT MORE

- Many of these ingredients can be found at your local independent retailer
- If you'd rather shop online, try [ethicalsuperstore.com](http://ethicalsuperstore.com)
- For more meat-free recipe inspiration, visit [suma.coop](http://suma.coop)





Our caffeine habit generated £7.9bn in 2015, yet the world's biggest producer of speciality coffee – the type that attracts the highest prices – is struggling to lift her coffee farm workers out of poverty.

In 2015 Colombia produced over 1.8bn lbs – almost 10% – of the world's coffee. A kilo of coffee yields around 120 cups in a coffee shop; at £3.00 a cup that's £360 a kilo. 'I felt sure that there must be enough money to go around', says Gary Golden, CEO of Not 1 Bean Ltd, a British-based company with a permanent, long-standing presence in Colombia. 'Then I found out that the Colombian farmers I spoke to were being paid less than £2 a kilo!'

### ECONOMIES OF SCALE

The reason is that over 88% of Colombia's 1,849,208,117 lbs of exported coffee gets shipped away to be roasted overseas, and it's only after roasting that these huge profits are realised. Large buyers order container-loads of these green unroasted beans at a time, and sell 132lb bags in bulk to coffee roasters in the US, Canada and Europe.

'I found that virtually all the profit in the coffee chain was disappearing overseas to far richer countries', Gary explains, 'leaving the farmers who had most at stake in the whole process often in abject poverty'.

The family farmer, who makes up 95% of the farmers in Colombia, doesn't have much say when buyers

negotiate this type of volume. He has no choice but to watch the jobs and revenue from roasting disappear over the horizon on container ships, along with his coffee.

'In the UK one company alone is stepping up production to roast 60,000 tonnes of coffee a year, yet this poverty exists, in part, as a direct result of coffee roasting jobs and revenue being denied to farm workers within the very country the coffee was originally grown', Gary tells us. 'It's as if the world's decided that workers in developing nations are only good enough to work in the fields. Can you imagine the economic benefits of roasting 60,000 tonnes of coffee in a developing country?'

That 60,000 tonnes is just one company; multiply it by the thousands of coffee shops that buy their coffee green and roast it themselves, or the shops and supermarkets buying from the multitude of other companies who roast in the UK, and you get an idea of the scale of this. 'This whole business model is unethical', Gary says. 'We couldn't ignore it – and we won't ignore it.'

### A NEW MODEL

Since moving to Colombia to teach English as a foreign language, Gary has found only a handful of farmers with the financial means to roast their own coffee, let alone develop the international markets in which to sell it.

'We decided we'd do whatever we could to address



“We're not popular, but frankly that just tells us that what we're doing is right”



this imbalance by helping farm workers to roast their own coffee, and then deliver the end product directly to international markets', Gary explains.

One farmer Gary works with produces around 70 tonnes of high-grade speciality coffee every year. He already has coffee roasting equipment, but has committed to roasting coffee from farmers in the same region who don't. He now gives Not 1 Bean Ltd 140 tonnes each year, and he's more than happy to install extra roasters to bring in crops from further afield.

'We want to encourage this forming of co-operatives', Gary tells us. 'Who should this extra revenue benefit if not the family that produces the crop? Making larger amounts available in this way should also convince the bigger companies that it's worth their while to look at their current buying practices.'

### OFF-THE-SHELF COFFEE

Not one bean of Gary's coffee is roasted outside developing countries, hence the company's name. This way, farmers receive 100% of the roasting income, which represents 90% of the profit in the coffee supply chain.

'Our coffee is flown the very next day after roasting, often directly to the consumer, so it's received at its freshest. Our latest speciality coffees were in customers' hands five days after being roasted in Colombia. Prior to that they were being dried on the farm; coffee farmers in Colombia don't know what a warehouse is.' In contrast, off-the-shelf speciality coffees often reach the trolley months after being roasted, losing most of the aromas



With Luis Castellanos, owner of Acaima Café in Sasaima, Cundinamarca, Colombia

**What challenges do you face as a coffee farmer in Colombia?**

**A** People. One word: people. It's difficult to convince staff that coffee farming is more than just a means of survival, that there's a future for them in coffee farming.

**What training do you provide?**

**A** Rather than just learning manual skills in the fields, staff spend time in the roastery, the lab and the office, learning the ins and outs of the admin for exporting.

**Could you offer training if you didn't export roasted coffee?**

**A** No. We're fortunate here that we have access to international markets; the extra we earn

from this allows us to provide training. I'm the only farmer with roasting facilities in the area (as far as I know); others ask me to help sell their coffees and I'm happy to when I can. They want more money for their coffee and know the only way is by roasting here and exporting.

**Can you see a time when young employees see a future in coffee?**

**A** Yes, definitely. We have lost workers who drifted off to the city (Bogotá); it's not that they don't want to work on coffee farms, but they feel they're missing out if they don't have prospects. They like the idea of one day taking the test to become a Q Grader, so they'd be qualified to give coffee

a SCAA score out of 100 and classify it as being speciality or non-speciality.

**What needs to change?**

**A** We need to train these young people in all aspects of coffee farming, not just the bits in the fields. It's not easy when they hear stories of how much money coffee is being sold for overseas; they don't understand that there's a lot more to it than simply sending a bag and selling it for huge profits. I'd like to be able to say to all the farmers in the region that we can take their coffee and sell it directly to international markets; there's a future here for all of us (in coffee), but not without some help.

**TOP**  
Exporting coffee from Acaima Café, Colombia

**ABOVE**  
Gary Golden (left), CEO of Not 1 Bean Ltd, with Acaima Café's Luis Castellanos

and flavour the customer's paying for.

'There isn't even a price differential in this method as we often cut out some people in the chain who Hoover up the profits', Gary tells us. 'We're not popular, but frankly that just tells us that what we're doing is right.'

Some companies do reinvest in coffee-growing nations and communities, but much more could and should be done. 'I'm waiting for the first of the top 10 UK supermarkets to show me one of their speciality coffees is roasted in a developing country', Gary says. 'I could be wrong and they're just well hidden, but I doubt it. These companies would surely be promoting this as the perfect example to back up claims of ethical buying practices.'

Gary invariably gets a standard reply from UK shops: their coffees are all bought under the Fairtrade system. 'It's a step in the right direction', says Gary, 'but Fairtrade doesn't specify whether 60,000 tonnes a year have been roasted in Burundi or Basildon – and it certainly can't force companies to roast in developing countries. Only coffee drinkers can do that.' ■

### FIND OUT MORE

- Buy Not 1 Bean Ltd coffee at [not1bean.com/buy-now](http://not1bean.com/buy-now)
- For all enquiries and more on how you can help coffee farmers, call Mike Coates, UK MD of Not 1 Bean Ltd, on 01443 730 195 or 07775 648 895

PHOTOGRAPHY ISTOCK



Turn to page 07 to find out why Not 1 Bean Ltd coffee is one of our Top 5 Winter Switches

**COMPETITION WINNER**

Paul Dawson (far right) was the lucky winner of the MyGreenPod competition to win a Moixa home solar and battery package (worth £5k), which featured in our summer issue. His unit was unpacked and installed on 05 January 2018.

The competition was so popular that we're running it again; turn to page 30 for details – and good luck!



# LIFE IN A BATTERY-POWERED HOME

We spoke to three people whose homes run on batteries

In the summer 2017 issue of MyGreenPod Magazine, we looked into the benefits of running your home using a Moixa Smart Battery, a small (50x30x20cm) unit that sits under the stairs or in the garage.

The battery's charged directly from solar panels during the day and using Economy 7 electricity at night, saving customers up to 70% off their electricity bills.

Six months on, we spoke to three Moixa customers to find out what it's really like to live in a battery-powered home.

**COSTS AND SAVINGS**

A full solar and battery package, which includes a combined 2kWh Moixa Smart Battery and 2kWp PV system, costs around £5,000 – though you'll only need to buy the battery if you already have solar panels.

The pay-back time will depend on the house and the size of its roof, but someone whose home has a large roof and who uses electricity throughout the day can draw around 65% of their energy from solar and battery, representing a saving of around £400 on a typical bill. Customers are also guaranteed to earn 20 years of Feed-in-Tariff payments, worth an extra £250, plus £50 per year by joining a GridShare platform. ■

**FIND OUT MORE**

- More on battery-powered homes and GridShare is at [mygreenpod.com/articles/battery-powered-homes](http://mygreenpod.com/articles/battery-powered-homes)
- Find out why the Moixa Smart Battery is a MyGreenPod Hero at [mygreenpod.com/heroes/moixa-smart-battery](http://mygreenpod.com/heroes/moixa-smart-battery)
- More about the different Smart Battery options and installation process is at [moixa.com](http://moixa.com)

**Owen Byron, 20**



**Property:** Three-bed semi in Kent

**Why did you get a Moixa Smart Battery and Solar?**

I know I'm not doing enough for the environment and buying a house that is such a drain on energy made me open my eyes to new possibilities. I keep reptiles as pets and they use a lot of energy for their lighting and heating. I did a bit of research and Moixa came out the best because of how engaging they were from the offset in answering my many questions.

**How was the installation process?**

The installers were friendly, professional, they engaged with me (I was really curious and had asked them loads of questions) then they got on with the set-up and it was all done in a day.

**Have you had to change when or how you use energy or appliances?**

Nothing.

**What have been the main benefits of having a Moixa**

**Smart Battery?**

Knowing that it's a good financial decision and also that it's not a drain on the environment.

**Have there been any drawbacks?**

Maybe the initial cost, but I know in the long run it will be worth it financially – and for the soul!

**Who would benefit from a Moixa Smart Battery and Solar?**

I honestly can't see a situation where it wouldn't be a good choice.

**Chris Bowden, 42**

**Property:** Detached 1920s house, Essex

**Why did you get a Moixa Smart Battery and Solar?**

I already had the solar panels and I was waiting for battery technology to improve. After reading about Moixa in MyGreenPod Magazine it felt like the right time to make the leap.

**How was the installation process?**

So easy! The engineer came round, made some useful suggestions on where to put the battery and had the whole thing up and running within two hours!

**Have you had to change when or how you use energy or appliances?**

We haven't had to change a thing! But having the smart battery and being able to monitor the energy usage so specifically actually encourages you to be even more conscientious about the energy usage in the household.

**What have been the main benefits of having a Moixa Smart Battery?**

I know we are going to be saving money on our electricity, but it's also the peace of mind you get from knowing that our little family of four is taking small steps to improve our environmental footprint. You can't put a price on that!

**Have there been any drawbacks?**

None!

**Who would benefit from a Moixa Smart Battery and Solar?**

It really doesn't matter whether you're living on your own or a family of eight! Once the system is installed you don't have to do anything else. It's a no-brainer as far as I'm concerned. As long as the initial Moixa survey says you can have it installed you're good to go.

**Steve Small, 54**



**Property:** Three-bed semi in Birmingham

**Why did you get a Moixa Smart Battery and Solar?**

It's a win-win situation. My bill estimates are lower by £20 each month and that's just this first quarter, then I've got the added benefit of getting reimbursement from the grid when I give electricity back. Plus I get the peace of mind that I'm doing my bit for the environment.

**Did you consider other renewable energy options for your home?**

Last year I installed a wood burner; it saves me about £700 a year. Now that I have paid off my mortgage and we are staying in this house for the long term I'm all for making it as self-sufficient as possible. If I could put a wind turbine in the garden I would! I think the neighbours and my wife would have something to say about that, though.

**How was the installation process?**

Very straightforward; they were really efficient, really professional and clearly knew what they were doing.

**Have you had to change when or how you use energy or appliances?**

We've changed for the better, because it's made us more conscious of our energy use. My kids are grown up and will be living with us for a while, so we're trying to keep the cost of four adults in one house down to a minimum. Anything we can do to have zero impact on the environment – and the purse strings – can only be a good thing.

**What have been the main benefits of having a Moixa Smart Battery?**

To be honest, I feel a lot better knowing that I'm not destroying the planet. Anything I can do as an individual to contribute to a better future for my kids I am going to adopt. Also, I like to save money – keeping the outgoings low is another bonus.

**Have there been any drawbacks?**

I had to lop some trees for the sun to reach the panels!

**Who would benefit from a Moixa Smart Battery and Solar?**

I think everyone should be looking in this direction for an energy solution.

**→ MAKE IT HAPPEN**

■ Moixa Smart Batteries start from just £2,500 (excluding VAT and installation) and could save you hundreds of pounds a year on your energy bills. Moixa can also supply and install solar panels and Smart Batteries as a package, starting at £4,995.

■ To find out whether a Moixa Smart Battery or a full solar and battery package could be fitted to your home, call 0161 883 2374 or visit [solarbattery.moixa.com](http://solarbattery.moixa.com)



# 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 a home solar and battery package to a year's supply of ethical coffee – to help set you up for an even more sustainable year.

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](http://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](http://mygreenpod.com)



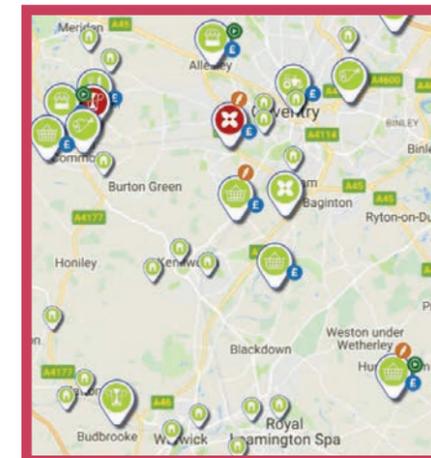
**WIN**  
**A HOME SOLAR AND BATTERY PACKAGE (WORTH £5K)**  
 The Moixa Smart Battery sits under the stairs or in the garage. It's charged either directly from solar panels during the day or using cheap electricity via Economy 7 at night. This prize combines a 2kWh Moixa Smart Battery with a 2kWp solar PV system for your house. Visit [mygreenpod.com](http://mygreenpod.com) for eligibility criteria.

Deadline for entries: 30.04.18



**WIN**  
**BIGBARN MARKETPLACE VOUCHERS**  
 Four winners will receive a £50 voucher to spend at any of the 560 artisan food and drink producers on BigBarn's online marketplace. BigBarn's mission is to get people out of the supermarket and shopping locally. By cutting out the middlemen you get fresher food for less money, while supporting local producers.

Deadline for entries: 30.04.18



**WIN**  
**A SIX-MONTH PRODUCER SUBSCRIPTION TO BIGBARN**  
 10 producers will win a six-month subscription to BigBarn, plus a website and online shop. The site gets 3.5k visitors per day, all looking to find and buy local produce. You'll have access to a captive audience, and the opportunity to become the centre of local food in your area.

Deadline for entries: 30.04.18



**WIN**  
**AN UPCYCLED ACCESSORIES SET FROM LAURA ZABO**  
 One reader will win a vegan set of upcycled accessories for the whole family. It includes two adult belts, two kids' belts, a necklace, earrings and even a dog's lead and collar set. They're all made by ethical designer Laura ZABO, using upcycled scrap tyres – a great substitute for leather.

Deadline for entries: 30.04.18



**WIN**  
**A MONKEE GENES OUTFIT (WORTH UP TO £160)**  
 One lucky winner will get to pick a Monkee Genes combo, including jeans and a T-shirt or sweater, for an outfit worth up to £160. The wide selection of organic cotton styles, from super-skinny jeans to wide-leg skate pants, gives an ethical edge to lifestyle fashion.

Deadline for entries: 30.04.18



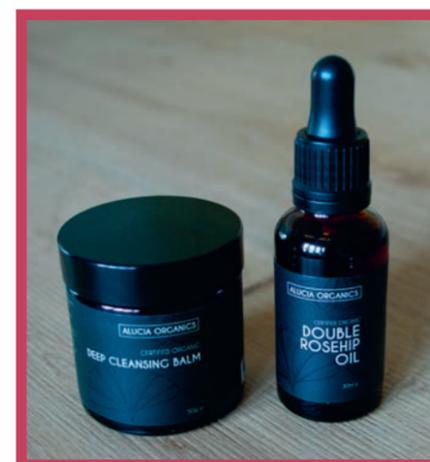
**WIN**  
**A LUXURIOUS PURE BATH GIFT BOX FROM PURE LAKES**  
 10 winners will receive a gift box containing a Pure Lakes Bath & Massage Oil, Shower Gel, Hand & Body Lotion and Skin Repair Bar. Each of the natural, plant-based skincare products is handmade in the company's workshop in the Lake District National Park.

Deadline for entries: 30.04.18



**WIN**  
**A SIX-MONTH SUPPLY OF PJ KOMBUCHA**  
 Two readers will have a seven-pack of PJ Kombucha, containing each organic, vegan flavour (Original, Orange Hibiscus and Ginger & Lime), delivered to their door every fortnight for six months. Low in sugar and calories and rich in gut-friendly live cultures.

Deadline for entries: 30.04.18



**WIN**  
**AN ALUCIA ORGANICS SKINCARE BUNDLE**  
 We've got our hands on 10 bundles of Organic Deep Cleansing Balm and Organic Double Rosehip Oil from Alucia Organics. The lucky winners will get first-hand experience of this fantastic skincare duo, which carries COSMOS organic certification.

Deadline for entries: 30.04.18



**WIN**  
**THE COMPLETE COLLECTION OF FRIENDLY SOAPS**  
 Take a tour of the Friendly Soap range! Six winners will get one of each of the company's natural bath and hand soaps, plus a specialist soap and a shampoo bar. From the Charcoal Detox Bar to the Tea Tree & Turmeric Soap, there's something here for everyone.

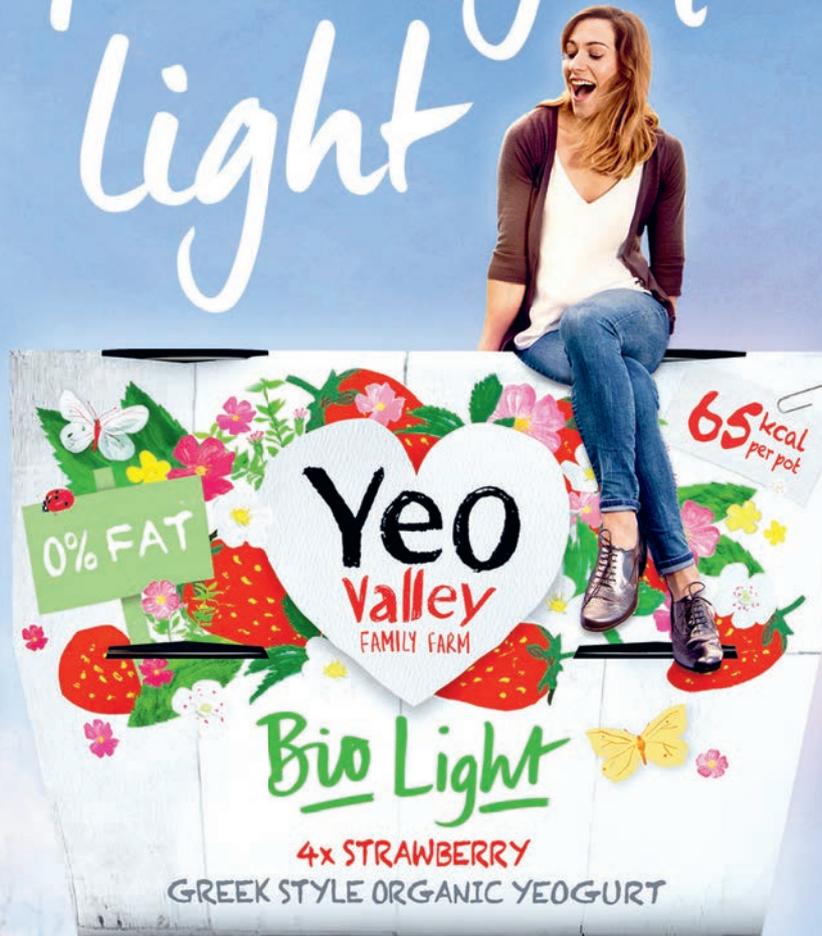
Deadline for entries: 30.04.18



**WIN**  
**A YEAR'S SUPPLY OF SPECIALITY COFFEE FROM NOT 1 BEAN LTD**  
 The winner will have a kilo of the world's finest speciality coffee delivered to their door (in 25g bags) every month for 12 months. The first runner-up will receive a six-month supply, and the second will get three months of Not 1 Bean Ltd coffee.

Deadline for entries: 28.02.18

# Surprisingly light



*Absolutely nothing artificial  
& high in protein too*

*Shot on the lunch bench across the road with Charlotte,  
our Canteen dream, and our sales superstars Gabbi & Jen*

It's organic, so absolutely no artificial sweeteners or nasties in sight