

ADVANCE PRAISE

Naturally Clean The Seventh Generation Guide to Safe and Healthy, Non-Toxic Cleaning

*by Jeffrey Hollender and Geoff Davis
with Meika Hollender and Reed Doyle*

From the esteemed experts in the field comes the final word on keeping your home clean without jeopardizing your health. *Naturally Clean* by Jefferey Hollender, Geoff Davis, Meika Hollender and Reed Davis covers the history of cleaning products, their effects on humankind, and substitutes for dangerous products in a clear and readable book that would be a worthy addition to anyone's library.

– *Nell Newman, President, Newman's Own Organics*

The Greek root of the word "ecology" means "house." Environmental issues, therefore, are essentially about how we care for our home, or the commons – the publicly owned resources, such as air, water, wildlife and fisheries – that cannot be reduced to private property. Political activism is the best way for concerned citizens to make a difference, but it's also important for each of us to practice an environmental ethic in our everyday lives. *Naturally Clean* is an excellent guide to how we can ensure a safer home for ourselves and our families. I highly recommend this book as an outstanding collection of information for reducing our use of toxic products and protecting our nation's water supply.

– *Robert F. Kennedy, Jr., President, Waterkeeper Alliance*

Redefining what a clean, safe and healthy home really is, *Naturally Clean* is eye-opening and essential to anyone who cares about their own and their family's health.

– *Maria Rodale, Vice Chairman of the Board, Rodale, Inc.*

If you have children in your home, *Naturally Clean* is a book you should read. It gives invaluable advice about how to keep your home clean while protecting your little ones from hazardous chemicals. It is a very sensible book.

– *Dr. Philip J. Landrigan, Professor and Chairman, Department of Community & Preventive Medicine; Professor of Pediatrics, Mount Sinai School of Medicine*

With *Naturally Clean*, Hollender breaks the mold, showing us all that making money and doing good are not polar opposites. If you want to keep your family and community healthier, your bank balance higher, and your medical bills lower, then read this book!

– *Devra Lee Davis, Ph.D., M.P.H., Director, Center for Environmental Oncology, University of Pittsburgh Cancer Institute, and Graduate School of Public Health*

Hollender is as important to a healthy home as Trump is to great real estate or Emeril is to spicy food. With his non-alarmist approach, Hollender uses his expertise to deliver an absolute must-read for anyone who cares about creating a healthy household.

– *Samantha Ettus, syndicated columnist and creator of The Experts' Guide book series*