



HONEST living

BY SALLY EASTWOOD

DO YOU KNOW WHAT'S IN YOUR BABY'S DIAPER? Chlorine, phthalates, optical brighteners, PVC, heavy metals... and that's before your baby hits it. So, how does a concerned parent find a diaper that's safe for the baby, better for the planet, and doesn't crush the budget?

That's exactly the question actress Jessica Alba, seven months pregnant at the time, asked Christopher Gavigan, author of *Healthy Child, Healthy World* and a passionate advocate for protecting children's health through sustainable, nontoxic lifestyles.

"I've vetted a lot of products in the market, both traditional and green. Many of the so-called sustainable companies just aren't impressive. I was shocked with what I found." This realization got Jessica and Christopher talking.

Three years later, the Honest Company was born, with a line of diapers, baby wipes, body wash and more. In just twelve short months, the company has achieved incredible success.

Christopher explains, "Jessica is a visionary and very creative. She has her finger on the pulse of style and design."

The Honest Company's slogan is "Together we can make it better." This includes the products, as well as the social and environmental footprint of each product. The company recently expanded its line and products to Baby2Baby, a nonprofit that supplies essential baby gear and clothing to over fifty thousand children.

The company recently expanded its line to carry laundry detergent, cleaning products, and even bug spray. A father of three, Christopher juggles the commitments of a start-up company and his family. "It's always a compromise," he admits. "The company is my fourth child."

A child that appears to be thriving, nurtured by extremely proud parents. ●

|| honest.com

HONEST GOODS



In Print

Jessica Alba's new book, *The Honest Life*, shares strategies to maintain a clean diet and make nontoxic choices at home || \$12.95 || Rodale Books

Coast Kids Picks:

Shampoo and Body Wash with a delicious, subtle vanilla/orange scent. || \$9.95

Healing Balm for dry and cracked skin and eczema. Great for working hands. || \$12.95

Honest at the Montage

The Honest Company has partnered with the Montage Hotel in Laguna Beach. When guests request a crib, they receive a complimentary kit of the Honest Company's products. || montagelagunabeach.com

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