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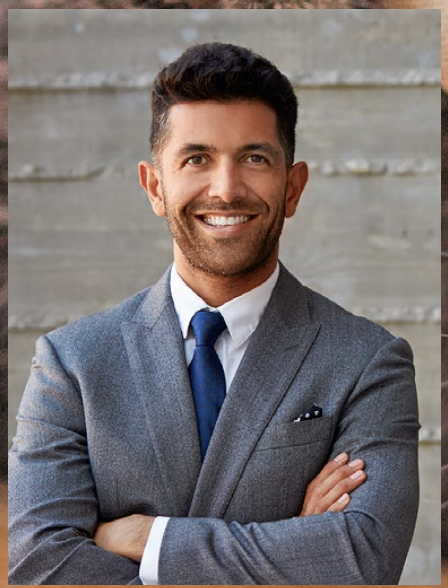
start HEALTHY

ISSUE 24

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GREEN UP YOUR ACT *as a pet parent*

Easy steps you can take to be more eco-friendly | PAGE 10



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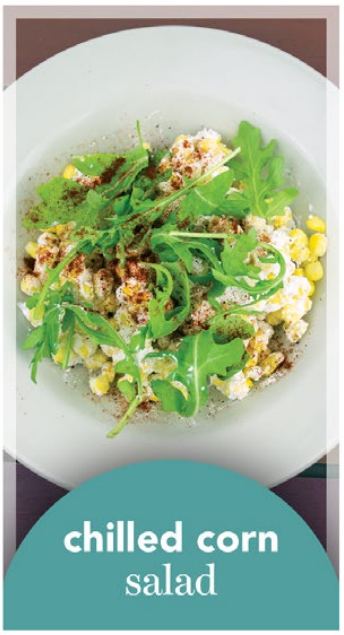
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horses and health | *16*

a feast of freshness | *22*

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Front of Tear Out Card 1



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57 percent of readers save these tear out cards to reference recipes and other helpful tips and pass along your contact info to referrals.

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Back of Tear Out Card 1

SERVES 4–6

- 2 c. corn kernels (about 5 ears of corn)
- 2 tbsp. unsalted butter
- 1 jalapeño pepper, seeded and diced (add more if you like things spicy)
- ½ tsp. salt
- 2 tbsp. mayonnaise
- 2 tsp. garlic powder
- 3 tbsp. sour cream or Mexican crema
- ¼ tsp. cayenne pepper
- ¼ tsp. chili powder
- 2 tbsp. feta cheese
- 2 tbsp. Cotija cheese
- 2 tsp. fresh lime juice
- ½ c. cilantro, chopped
- Salt and pepper, to taste

1. Preheat the oven to 400°F.
2. Place the corn on a baking sheet and bake in the oven until it turns a light golden brown, about 35 minutes.
3. Remove the corn from the oven, let cool slightly, and then transfer to a large mixing bowl. Add the remaining ingredients and stir to combine.
4. Place the salad in the refrigerator for at least 3 hours, although letting it chill overnight is highly recommended.

Note: The amount of jalapeño suggested in the ingredients is a safe amount of heat to serve to a broad spectrum of tastes. If you and yours like things spicier, feel free to include the seeds or another jalapeño.

Recipes and photographs excerpted from *The Fresh Harvest Cookbook* by Keith Sarasin and Chris Viaud. ©2021 Courtesy of Cider Mill Press Book Publishers LLC.



SANDERS WEALTH MANAGEMENT, LLC

Dear Bill and Judy,

The animal-human connection has been mutually beneficial for ages. Today, that may be truer than ever. In this issue of Start Healthy, we celebrate this bond with a look at equine-based therapy, advice for navigating pet shedding, and tips for how to be a planet-friendly pet parent.

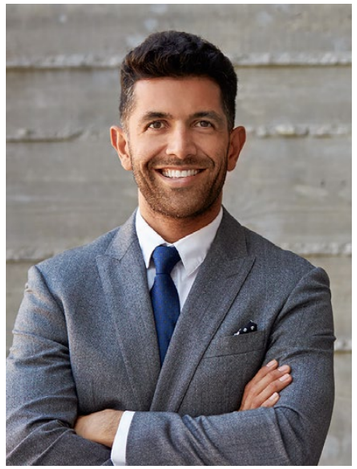
Horses have been friends of humanity since ancient times, and in the twenty-first century they can even help our well-being. Cher Smith of PATH Intl. discusses how equine-assisted services can help people deal with physical, mental, and emotional challenges.

Speaking of challenges, one of the regular frustrations of being a pet parent is finding your four-legged friend's hair all over your clothes and furniture. The enclosed tips will not only help you handle your pet's shedding but also explain why proper grooming is good for their well-being.

Finally, you don't have to disregard the well-being of the planet to prioritize the well-being of your pet. There are many simple ways you can be greener with your choice of things like food, toys, and bedding, as you'll discover inside. Plus, for more ideas that will make Mother Nature happy, check out the articles on the Zero Waste Family and eco-friendly products.

Here's to our wonderful relationship with animals! As always, it's a pleasure to send you this magazine.

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Add a personal letter to the front inside cover that speaks to your connections. This personalization leads 77 percent of recipients to better appreciate the sender.

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issue 24



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7 Ways to Green Up Your Act as a Pet Parent

Want to care for your pet with minimal impact on the earth? Check out these suggestions.

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GET HEALTHY, honey!

written by:
rachel stevens

You may not think of the words healthy and honey going hand in hand, but the truth is this sweet, natural food is full of great vitamins and antiviral properties that you can reap the benefits of.

Skip the supermarket honey

Like most people, you might have grown up with honey from a plastic bear-shaped bottle. However, this type of honey is often highly processed and not as nutritious.

It's best to opt for locally sourced honey from your nearest farmers market. It's also important to look for "raw" rather than "organic" on the label. Organic honey just means the flowers the bees used to pollinate the honey weren't treated with pesticides. Even though this is a nice benefit, raw honey is better because it's unprocessed and therefore packed with nutrients that would otherwise have been stripped out.

Note: raw honey is not safe for infants under one year old to consume.

Use your honey wisely

Honey has a variety of uses aside from drizzling it on toast or stirring it into tea. While these options are delicious, there's a reason honey has been used as a home remedy throughout history.

It has antioxidants that are great for boosting your immune system, hydrogen peroxide that acts as an antiviral when introduced to the skin, and prebiotics that can aid in digestion.

Here are some ways you can use honey:

- Drink warm water mixed with a spoonful of honey in the morning and evening to help soothe colds, sore throats, and acid reflux.
- Combine a teaspoon of honey with lemon juice in lukewarm water to help digestion.
- Apply a generous amount of honey directly to small wounds, and let it sit for a few minutes before rinsing thoroughly.

Each issue is filled with feel-good content that engages your audience and makes 80 percent of recipients more likely to do business with you.

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interview with: *fredrika syren and james harker*

written by: *matthew brady*

photography by: *the zero waste family*

ZERO WASTE, *infinite possibilities*

Fredrika Syren and James Harker turned an eco-friendly home challenge into an adventure called the Zero Waste Family, which has resulted in a film, a book, and an appearance on an NBC show. The husband-and-wife team discuss their family's journey and offer advice for how others can follow in their footsteps.

Whose idea was this?

Fredrika: I've been an environmental writer for thirty years and was already living an eco-friendly lifestyle. But once our daughter, Bella, was born in 2006, things completely changed. I realized that it was her planet and her future, so I started this journey toward zero waste. James, on the other hand, was dead set against it.

James: Yeah, I was the foot-dragger. I had a busy job, so Fredrika started doing little challenges, like "Let's try to spend every Saturday this month not using any electricity" or "Let's try to shop at the farmers market instead of the grocery store for six weeks." Little by little, I started getting more in tune with it. One day in 2015, I moved the trash can from the kitchen to the other side of the house. That gave everyone a few moments to think about what we were doing and really propelled us forward.

How have your neighbors reacted to your lifestyle?

Fredrika: In the beginning, people didn't understand what we were doing. Today, the majority of people are very supportive of us. Our neighbors love our garden.

James: The garden has also been a big source of community for us. Several neighbors have started planter boxes based on what we do, and it's a source of conversation.

Has your zero-waste lifestyle helped during COVID-19?

Fredrika: It's made the pandemic much easier to handle. Our friends depend much more on food from the grocery store, whereas we have a 400-square-foot garden with dozens of different fruits and vegetables, tend to cook everything ourselves, and buy fifty-pound bags of beans, lentils, and rice.

We're also very creative with coming up with solutions. No toilet paper? A zero-waster can figure it out. No disinfectant? We make our own but don't use chemicals. In fact, when COVID shut everything down, people wanted to learn how to eat and live on a budget, so we started our YouTube channel to help.

What are your biggest eco-unfriendly pet peeves?

Fredrika: When people say they don't have time to do zero waste. For a while, James would travel for a week at a time, and I was at home taking care of the kids, the pets, and the garden by myself. If I could do it, anyone can. Another is seeing plastic water bottles. Don't we know better than that today?









James: My biggest pet peeve is definitely single-use plastic. All plastic impacts the environment, from the extraction of the oil to the production to the packaging to the disposal, at which point it sits in the landfill virtually forever.

Is the zero-waste lifestyle economical?

James: Many of the things we do go back to the simple way our grandparents did them because they *didn't* have a lot of money. Making and growing things at home is actually much more cost-effective than buying everything at a store. I always tell people to not look at their savings now but over ten years. Take one decision: using reusable paper towels instead of disposable ones. You'll save around $1,800 over that ten-year period. If you can make thirty or forty other decisions like that, you'll get serious savings. In fact, we actually save about $18,000 a year living a zero-waste life.

Fredrika: We don't do this to complicate our life—we do this to uncomplicate it. We are a much happier family since going zero waste. James is not working sixty hours a week anymore; he's working from home part time and is here for the kids. And that makes us a very happy family. Less waste equals more happiness.

So time really is money is your zero-waste world?

Fredrika: Definitely. I wish more people realized that you don't have to work yourself to death. In Sweden, where I'm from, you get six weeks of vacation no matter where you work, and you're expected to take it. It's a slower-paced life. Also, when you work so hard to pay to bring things into your home or drive to a store to buy something instead of making it yourself, you also pay for it in time spent. That realization was a life-changer for us.

James: We've got a cultural challenge in this country—we believe that spending money on things makes us happy, so we work all the time. Instead, if you're going to spend money, spend it on your house and make it a nice area to hang out in. Take your time, sit down, and enjoy your coffee at the coffee shop. We are so





go, go, go all the time. The zero-waste life encourages you to slow down and try not to work forty, fifty, or sixty hours a week but instead create more time for more important things like family.

How have the media projects impacted you?

James: To me, the film was the changing point for us. When the documentary team said that our story was really interesting, I wasn't 100 percent clear about what our story *was*. It took them coming in, interviewing us, and filming us for a few days for the storyline to emerge. However, the film was about our journey, not a how-to, so Fredrika thought she should take the articles she'd written and put them in a book.

Fredrika: We've always given our kids a say in doing this. In fact, when the crew approached us about making a film, I said I would only do it if everyone in our family was on board. Surprisingly, all the kids wanted to tell our story.

How do you feel about this journey?

James: Younger people feel a lot of anxiety about climate change. So when our kids learned that they could take steps to be personally responsible and take action, it gave them a greater sense of control. Providing our kids with not only the tools but also the confidence that something can be done has been one of the unexpectedly great outcomes of this journey.

Fredrika: Our kids talk about how when they grow up, they'll grow food for themselves. Bella has already figured out that, in college, she's going to convert a camper van into a tiny home, where she's going to grow food and cook for her friends. So it's neat to see that our kids are going to take this into the future, and I believe we're going to be zero waste for the rest of our lives. I'm living my dream, and I'm so grateful.

For more info, visit **zerowastefamily.com**

10 Eco-Friendly Tips from the Zero Waste Family

1. Want to buy something? Hold off a few days to think of alternatives, like buying it used or borrowing it.
2. Don't be shy; ask for a mug at a place like Starbucks.
3. Buy a bamboo toothbrush instead of a plastic one.
4. Stock your closets with organic or secondhand clothes.
5. Create a "birthday box" of items that can be reused for everyone's birthday.
6. Compost, and then compost more. ("You can even compost meat and bones," says James.)
7. Before going out, plan and pack snacks for you and your kids.
8. Drink coffee? Make it yourself, put it in a Thermos, and bring it with you.
9. Bring your own containers to restaurants for leftovers.
10. Look for zero-waste shops in your community where you can refill glass bottles with things like shampoo.



7 ways to GREEN UP YOUR ACT *as a pet parent*



pets

written by: *lisa a. beach*

You might already bring your own shopping bags to the grocery store and put out a recycling bin of aluminum cans for curbside pickup, but do you take the same eco-friendly approach with your pet?

According to a survey from the pet-focused company Rover, roughly 75 percent of 1,000 American pet owners polled cited an interest in learning how to live more sustainably with their pets. Moreover, 81 percent said that taking an eco-friendlier approach to pet care is important to them.

But what does that mean? And where do you even begin?

The best time to start is before you even get your pet, says Stephanie Feldstein, population and sustainability director at the Center for Biological Diversity and author of *The Animal Lover's Guide to Changing the World*. Her advice? Don't feed into the breeding cycle by purchasing purebred dogs or cats from private owners, and be wary of pet stores that might get their animals from puppy mills. Instead, support your local animal rescue group or animal shelter by adopting an animal looking for a loving forever home.









The next step? Get your pet spayed or neutered to avoid contributing to the ongoing issue of pet overpopulation. "There are programs that help pet parents with cost," says Feldstein, noting assistance can range from low-cost fees to 100 percent free.

Feldstein adds that once you bring your new pet home, you shouldn't get lured into buying too many unnecessary products for them. "The pet industry is a $70 billion industry, with products marketed to humans that animals really don't need, such as bottled water, energy bars, collars for every season, and full clothing lines," she notes. "They don't need a toy-of-the-month-club subscription. Just like with human-focused products, everything that's produced for our animals comes with a production cost that's paid by wildlife."

If you need a place to start, try these sustainable pet care tips.

1. ***Don't overconsume.*** Stick to the basics, such as a few toys to keep your pet active and mentally stimulated, nutritious food that fuels their belly, a leash to keep them safe, a crate to transport them in, and a comfortable bed.

2. ***Feed them sustainably produced foods.*** Although often pricier, organic pet foods provide the same primary benefit as organic human foods—there are no pesticides, which means they're healthier for your pet. And some brands, while not necessarily organic, use responsibly sourced, sustainable ingredients or packaging. Ask your veterinarian for recommendations, especially if you'll be changing your pet's diet.

3. ***Choose environmentally friendly products.*** To minimize the production impact on the environment, look for products manufactured from recycled or natural materials. For instance, some pet bedding brands provide eco-friendly duvet covers that you stuff with gently used materials you already have at home (think soft clothes, towels, and pillows). Instead of plastic toys, look for playthings made from sustainably produced materials or natural fibers like cotton cloth or rope.

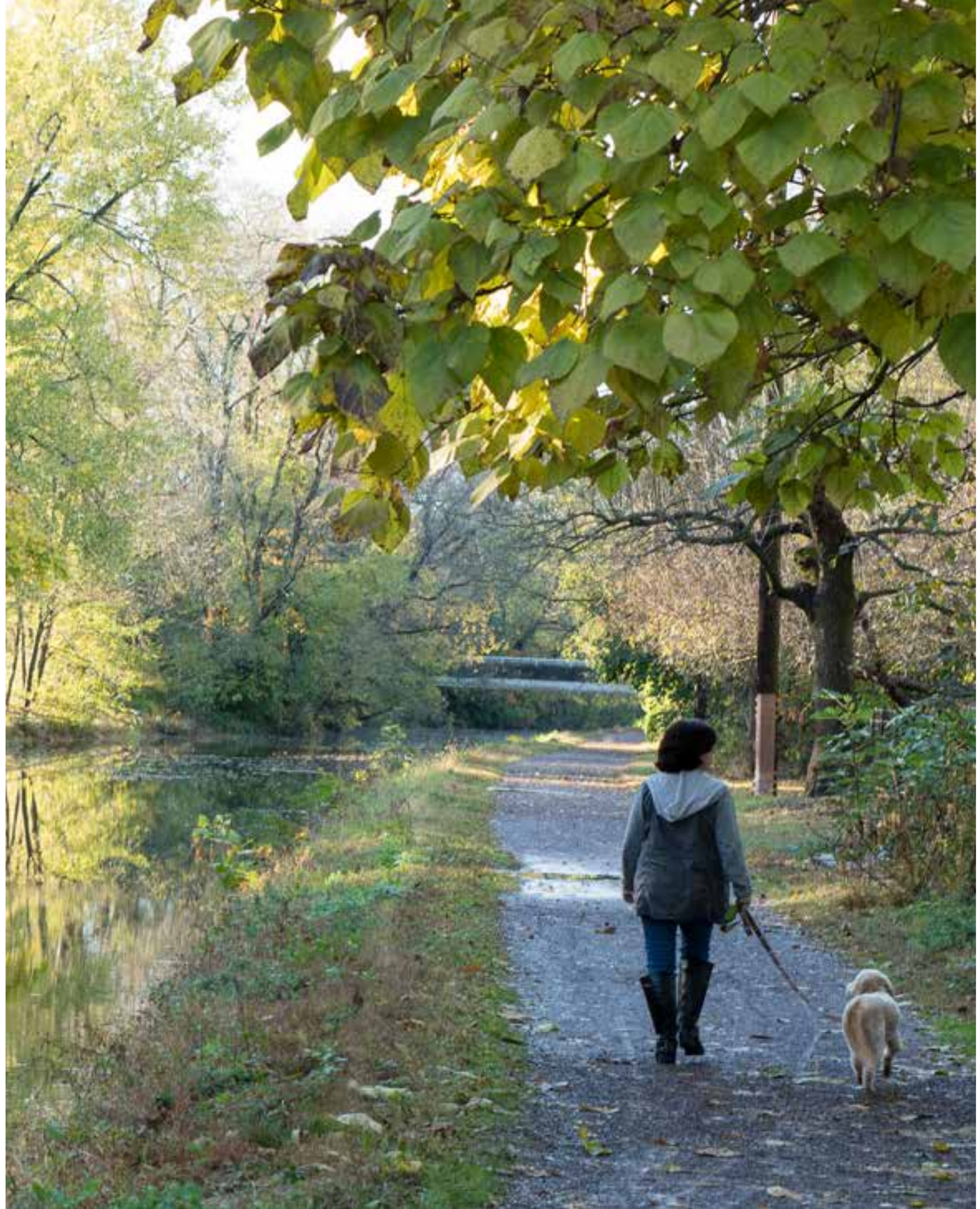
4. ***Take the DIY approach to toys.*** Have you ever watched a kitten chase a flashlight or laser on the floor? Animals are often incredibly easy to please. Crumple up a piece of aluminum foil for your cat to bat around or hide a treat under a newspaper for your dog to find, and they'll be happy. Other ideas for dogs include playing chase with tennis balls and knotting up an old T-shirt for a pull toy. For cats, let them play inside an old cardboard box or look for a treat inside an empty paper towel cardboard tube.

5. ***Make your own pet treats.*** With a bit of online research, you can dig up DIY recipes for safe-to-eat, animal-friendly treats—but check with your vet first to make sure the ingredients are safe. You can also visit the American Kennel Club's website, which features recipes such as baked chicken bites, apple-cheddar dog biscuits, and peanut butter treats.

6. ***Handle pet waste in an eco-friendly way.*** No one likes dealing with animal waste, but you can get rid of it in planet-friendly ways. From backyard compost systems (designed specifically for animal waste) to non-clay-based cat litter to biodegradable poop bags, sustainably minded products can make a difference. For instance, environmentalists have been urging people to abandon clay-based litter (due to the strip-mining involved with one of its ingredients) in favor of eco-friendly options. These days, you can find cat litter made from natural materials like sawdust shavings, walnut shells, wheat, and other renewable resources. For more tips on eco-friendly ideas, check out the pet-waste tips on the Environmental Protection Agency's website.

7. ***Respect animals wherever you go.*** It's up to you to responsibly manage your pet and make sure they're respectful of wildlife and their habitat. "If you're hiking with your dogs, be careful around sensitive habitats such as bird nests, where they might be young ones," cautions Feldstein. "Also, don't let them chase wildlife because it's stressful for the animals. Keep your pet leashed to explore safely."

When it comes to making the planet a healthier place for animals and people, being mindful of the products you buy and making some small changes can reduce your pet's impact on the environment.







interview with: *cher smith* **written by:** *matthew brady* **photography by:** *path intl.*

HORSES *and health*

More than any other animal, horses have helped make the world what it is. Across the globe and throughout history, equines have helped humans do great things. They can even improve our well-being, and today thousands of people benefit physically and emotionally from equine-assisted services (EAS).

Cher Smith, communications specialist for the Professional Association of Therapeutic Horsemanship International (PATH Intl.) discusses the benefits of professional equine-assisted services.

When was therapeutic horse riding first established? How has it advanced over the years? Lis Hartel, an award-winning dressage rider from Denmark, is generally regarded as the impetus for the development of therapeutic riding in Europe. Despite being physically impaired by polio, Hartel took the silver medal in Grand Prix dressage at the 1952 Olympics in Helsinki, and medical and equine professionals around Europe soon began to implement programs for riding as a form of physical therapy. Through the dreams, passion, and work of several individuals in the United States and Canada, PATH Intl. was founded in 1969.

> **Horses are also kind and gentle.**
> *Because they are prey animals, they are very aware of their surrounding environment and know who they can trust.*

Therapeutic riding has developed not only through the rise in numbers of organizations and people served but also through the equine-assisted services offered, such as vaulting, driving, groundwork, and competition. An important aspect of growth has been in PATH Intl.'s accreditation program for centers and its certifications for instructors and professionals. This has led to the creation, publication, and continually reviewed *PATH Intl. Standards for Certification and Accreditation*. This manual details voluntary standards for the equine-assisted services field, demonstrating the PATH Intl. commitment to the safety and well-being of all involved, including the horses.

What's the difference between therapeutic riding and hippotherapy? A lot, although it may not seem like it. Therapeutic riding is recreational horseback riding lessons adapted to individuals with disabilities that's overseen by a PATH Intl. instructor who has been certified and is experienced with equines and has knowledge of disabilities. Hippotherapy, on the other hand, is not geared toward advancing horsemanship skills. It is physical, occupational, or speech therapy implemented by a licensed therapist.

We are always asked if we have "hippotherapists." While the term is often used, there is no such occupation as a hippotherapist. Those who conduct hippotherapy sessions are physical and occupational therapists and speech/language pathologists. Hippotherapy is the treatment strategy these licensed professionals use to achieve functional outcomes for their clients.

A horse is a large, strong animal. Why is it good for helping people? Because of a horse's size, both kids and adults can benefit from equine-assisted services. Horses are also kind and gentle. Because they are prey animals, they are very aware of their surrounding environment and know who they can trust. They are intuitive and reactive, in a sense mirroring the emotions of participants. This makes them bond more quickly, and it provides a good deal of information to the instructor or therapist about a participant's emotional state.

How does PATH Intl. vet which horses can be used? It would be wonderful if every horse donated to a center could become a center equine. Each PATH Intl. center is a part of our international organization but operates as an individual entity. Vetting horses is a center's responsibility. They know what horses they need for their operation. For









instance, if one center has mainly small children as participants, it won't do much good to have huge draft horses. Many centers will have their veterinarian check the horse for general health. Some horses are in ill health or are too old to be considered good partners for a center.

How do these services help a person's physical, emotional, and social well-being? Physically, a horse's gait is similar to a human's and can therefore offer some of the same benefits as walking. Balance is improved, as are core strength, circulation, breathing, and flexibility.

Emotionally, bonding with a large animal can be satisfying and comforting. Horses are not judgmental but rather empathetic and compassionate companions. Working together as a team, particularly with an animal that is much larger than oneself, builds self-esteem and confidence.

Socially, equine-assisted services provide a safe space to work, grow, and learn without the fear of judgment. Lessons allow participants to work together toward a goal. However, social interaction doesn't only happen between the participants. There is a social and emotional bond between horses and humans that increases the overall sense of well-being and of being accepted for both parties.

One more benefit for all participants—it's fun!

How do your offerings specifically help military veterans? Veterans of any age can benefit from the PATH International Equine Services for Heroes program. Veterans with mobility impairments, including spinal cord injuries or amputations, may benefit from the horse's movement to improve their balance, posture, and core strength, among other physical benefits. Many veterans also feel a loss of community after leaving the service; equine-assisted services provide an opportunity to bond with other veterans and can give them a renewed sense of purpose. These types of services give veterans, including those with post-traumatic stress, an opportunity to learn and practice emotional regulation, distress tolerance, and resilience. These skills can lead to increased self-confidence and self-worth.

How important are volunteers to PATH Intl.'s effort? They are vital! Whether you are talking about the individual center level, where volunteers help with activities, equines, and participants, or at the PATH Intl. organizational level, we honestly couldn't do it without them. From an organizational standpoint, our volunteers serve on committees and subcommittees to oversee the certification process or help write the PATH Intl. standards that govern our organization.

If someone is interested in equine-assisted services, how can they get started? The first step would be to talk to your specialist to see if they could incorporate horses in their treatment or if that is something they would consider looking into.

For more info, visit **pathintl.org**

recipes by: *keith sarasin and chris viaud* **photos by:** *keith sarasin, unless noted*

a feast of *freshness*

photo by: *shutterstock*

Recipes and photographs excerpted from ***The Fresh Harvest Cookbook*** by Keith Sarasin and Chris Viaud. ©2021 Courtesy of Cider Mill Press Book Publishers LLC.



When it comes to making delicious, wholesome dishes, nothing beats garden-fresh local ingredients. That's the focus of *The Fresh Harvest Cookbook*, as seen in these recipes that are great for warm-weather gatherings.

SERVES 2–4

cornmeal-crusted pollock with rosemary chips

measure

- 4 cups canola oil
- 5 potatoes, sliced into long, thin strips
- 3 tablespoons minced fresh rosemary leaves
- Salt and pepper, to taste
- 2 eggs, beaten
- 1 cup cornmeal
- 1 to 1½ pounds pollock fillets

make

1. Place the canola oil in a Dutch oven and bring to 350°F over medium-high heat.
2. When the oil is ready, place the sliced potatoes in the oil and cook until golden brown. Remove and set to drain on a paper towel–lined plate. Keep the oil at 350°F.
3. When drained to your liking, place the fried potatoes in a bowl with the rosemary, salt, and pepper and toss to coat. Set aside.
4. Place the beaten eggs in a small bowl and the cornmeal in another. Dip the pollock fillets into the egg and then into the cornmeal, repeating until coated all over.
5. Place the battered pollock in the oil and cook until golden brown. Remove and set to drain on another paper towel–lined plate. Serve with the rosemary chips.

SERVES 4–6

chilled corn salad

measure

- 2 cups corn kernels (about 5 ears of corn)
- 2 tablespoons unsalted butter
- 1 jalapeño pepper, seeded and diced (add more if you like things spicy)
- ½ teaspoon salt
- 2 tablespoons mayonnaise
- 2 teaspoons garlic powder
- 3 tablespoons sour cream or Mexican crema
- ¼ teaspoon cayenne pepper
- ¼ teaspoon chili powder
- 2 tablespoons feta cheese
- 2 tablespoons Cotija cheese
- 2 teaspoons fresh lime juice
- ½ cup cilantro, chopped
- Salt and pepper, to taste

make

1. Preheat the oven to 400°F.
2. Place the corn on a baking sheet and bake in the oven until it turns a light golden brown, about 35 minutes.
3. Remove the corn from the oven, let cool slightly, and then transfer to a large mixing bowl. Add the remaining ingredients and stir to combine.
4. Place the salad in the refrigerator for at least 3 hours, although letting it chill overnight is highly recommended.

Note: The amount of jalapeño suggested in the ingredients is a safe amount of heat to serve to a broad spectrum of tastes. If you and yours like things spicier, feel free to include the seeds or another jalapeño.





SERVES 12

herb-crusted focaccia

measure

- 3¼ cups all-purpose flour
- 1½ cups water (78°F)
- 3 teaspoons salt
- ½ teaspoon active dry yeast
- 6 tablespoons olive oil
- 3 garlic cloves, sliced thin
- Leaves from 2 sprigs of rosemary
- Leaves from 2 sprigs of thyme

make

1. Place the flour, water, salt, and yeast in a large bowl and stir to combine. Mix well with your hands to ensure that all of the flour, salt, and yeast is incorporated.
2. Cover the bowl and let it sit in a naturally warm place for 24 hours, giving the dough time to come together and develop flavor. The dough should double in size after 24 hours.
3. After the dough has rested for 24 hours, preheat the oven to 450°F and grease a baking sheet.
4. Place the dough on the baking sheet and pat it into a ½-inch-thick rectangle. Brush the top with the olive oil and sprinkle the garlic, rosemary, and thyme all over.
5. Place in the oven and bake until golden brown, about 20 to 30 minutes. Remove and let cool slightly before serving.

SERVES 6

roasted parsnip ice cream

measure

- 1½ cups heavy cream
- 1½ cups whole milk
- 3 to 4 cups roasted parsnip trimmings (the stuff you typically throw away)
- 1 pinch salt
- ⅔ cup sugar
- 5 egg yolks

make

1. Place the cream, milk, roasted parsnip pieces, and salt in a saucepan and cook over medium heat until the mixture starts to bubble. Remove it from heat and allow the mixture to steep for 30 minutes to 1 hour.
2. Strain the mixture through a fine sieve, while pressing down on the pieces of parsnip to remove as much liquid as possible. Place the liquid in a saucepan and bring to a simmer. Discard the pieces of parsnip.
3. Place the sugar and eggs in a bowl and whisk until combined.
4. Once the liquid is simmering, add a little bit of the milk-and-cream mixture to the egg-and-sugar mixture and whisk constantly. Add the milk-and-cream mixture in small increments until all of it has been incorporated, while taking care not to cook the eggs.
5. Return the mixture to the saucepan and cook over low heat, while stirring, until it is thick enough to coat the back of a wooden spoon. Remove from heat and let cool. When cool, cover and transfer to the refrigerator for 6 to 24 hours.
6. When you are ready to make ice cream, add the mixture to your ice cream maker and churn until the desired consistency has been achieved. Place the churned cream in the freezer for a minimum of 6 hours before serving.



HOUSEHOLD PRODUCTS FOR *Eco-Friendly* LIVING

written by:
alexa bricker

In a 2018 survey conducted by the information firm Nielsen, 48 percent of consumers said they either planned to or wanted to change their behavior to reduce their carbon footprint. The very next year, over 38 percent of consumers surveyed said they had purchased eco-friendly products in the last twelve months. These figures have been consistently increasing over the last decade, and the eco-friendly-product market is expected to grow exponentially as a result.

If you're looking to change your lifestyle to lessen your impact on the environment, now is the time to do it. More and more companies are entering the marketplace with a forward-thinking mission of protecting both consumers and the planet, making it easier to shop in an eco-conscious way. And your home is a great place to start implementing these changes for the long term.



However, it's not as easy as reading the label, because terms like "green" and "sustainable" can often be used haphazardly. Here is a list of brands you can start supporting today to better protect the future of our planet and the generations who will inherit it.

Products for *cleaning*

Many of the most recognizable household cleaning products on the market are made with potentially hazardous chemicals like bleach, formaldehyde, and ammonia. By replacing your current collection of products with more natural ones, you can help keep your home both clean and safe for your family.

Blueland

Part of the problem with mainstream cleaning products, aside from what's in them, is the fact that they come in nonreusable plastic containers. Blueland is hoping to eliminate that problem with its line of cleaning tablets and reusable bottles. Consumers can purchase kits that contain an array of spray bottles and containers, along with cleaning tablets for different needs, such as hand soaps and dish soaps. All you have to do is place the tablet in a bottle, add water, and mix to combine it into a solution. According to its website, the company has helped prevent one billion single-use plastics from entering the ocean and landfills since 2019.

Earth Breeze

If you've ever purchased liquid laundry detergent, you know how heavy and thick the plastic jugs can be. And even if you purchase powdered detergent, which often comes in a box, the chemicals in both varieties can be extremely dangerous. Earth Breeze has a solution—plastic-free detergent sheets that get clothes clean without waste or harsh chemicals. The packaging is recyclable, and the laundry sheets are vegan, hypoallergenic, and cruelty-free. In addition, for every pack of sheets purchased, Earth Breeze donates ten loads of laundry to nonprofits and charities.

Products for *storage*

In 2020, an estimated 5.3 million Americans used ten or more rolls of plastic wrap, and, with the average roll containing seventy-five feet of wrap, that's approximately 3.75 billion feet of plastic! Instead of using throwaway plastic film to store leftovers or transport covered dishes, reusable containers and bags are a great option to reduce waste and can even help keep your food fresh for longer.

Food Bunker

This California-based company offers resealable bag options in a wide variety of sizes to cover all your storage needs. Its bags are also BPA, phthalate, and lead-free, as well as microwave, oven, and dishwasher safe. They can be used to freeze leftovers, preserve cut produce and meats, and pack meals for transport. But perhaps the most convenient part of buying from Food Bunker is the company's quick shipping time; most orders are processed and shipped within one day.

Abeego

It might be hard to believe, but beeswax paper makes for an excellent, all-natural alternative to plastic wrap. Abeego was founded on the principle of selling only plastic-free, all-natural, naturally preserved, edible, and food-safe products. Its wraps range in size from "small," sold in sets of six, which are great for half-cut produce like avocados and lemons, to "giant," sold in single units, which are perfect for storing bread or covering prepared dishes. All wraps can be cleaned with cold water and reused, and, when they've reached the end of their life, can be composted or used as fire starters.





Products for your *lifestyle*

We all want the products we buy to make our lives better and easier, and you don't have to sacrifice sustainability to achieve this. Plenty of homeware brands make products from biodegradable materials so you can rest easy when you lay your head down at night on your eco-friendly pillow.

Avocado

We spend approximately eight hours a day on our mattresses, so they need to contribute to our well-being, not hinder it. Avocado's founders wanted to create a green mattress that was genuinely affordable, and the company has since expanded to offer a full line of other sustainably made sleep products, including pillows, bedding, and bed frames. The company owns its own farms, where sheep are raised for sustainably harvested wool, and operates its own latex-processing facility. Because Avocado is so transparent about where all of the materials in its products come from, you can be sure you're shopping sustainably, ethically, and in a way that's healthier for you and the environment.

Unni

Because trash bags are the main receptacle for our garbage, it probably comes as no surprise that 313.8 million Americans used plastic trash can liners in 2020. Plastic bags like this can take decades to decompose. Unni has an alternative: 100 percent compostable bags made from plants. It offers a variety of bag sizes for different needs, from 2.6 gallons up to 65 gallons. The company also makes pet waste bags from 120 to 360 counts.

Living sustainably doesn't have to take a lot of effort. Companies like these are making it easier than ever to shop green and make your home a happier, healthier place to be.



an ode to *organization*

written by: *matthew brady*

Good order is the foundation of all good things.

– Edmund Burke

Have you ever experienced this situation? Before heading out on vacation, you make sure everyone's packed, everything is shut off, windows and doors are locked … and the house is straightened up. And you probably know where you stand on the "zero unread emails versus 30,000 unread emails" saga.

If you felt an emotional twinge reading either of those scenarios, you're not alone. Organization, or lack thereof, can divide people as sharply as politics or religion. However, being organized can have a powerful impact on your day-to-day well-being, and if you understand the many positives that come from it, you might just find yourself prioritizing order and structure in your life.

With organization comes empowerment.

– Lynda Peterson

Being disorganized can result in several negative health outcomes. For example, in just one example of the disorganization-anxiety tie, a study correlated home clutter with increased depression in spouses. Another study in the journal *Sleep* concluded that decluttering before bedtime can help improve one's sleep.

It stands to reason, then, that you can experience many health benefits by being organized.

Better Sleep

Research shows that you'll get better shut-eye in a tidy room. The reason is believed to be connected to your brain: if it senses an overload of stimuli in the form of, say, things lying around the bedroom, it will have a harder time shutting down. And if your sleep gets disrupted, your overall focus and productivity will suffer. (More on that later.)

Greater Satisfaction

Sometimes, the simplest of organizational efforts can make the biggest difference. Admiral William McRaven gave a viral speech in 2014, noting how Navy SEALs make their beds every morning to start their day with a sense of accomplishment. Similarly, keeping your home environment neat can increase the satisfaction of your everyday life.

Less Stress, More Control

We've all been stressed out in our lives, and we know what the outcome can be—coping mechanisms such as eating junk food, excess alcohol consumption, and binge-watching TV, all of which are detrimental to our physical health.

In contrast, people who are more organized have a better sense of control and tend to make healthier choices. For example, researchers at the University of Minnesota found that people may choose healthier foods in an organized space. Also, being organized about your workouts is essential to exercising regularly. (There's a reason why it's called a workout *routine*.)







For every minute spent in organizing, an hour is earned.

– Benjamin Franklin

You've likely experienced the paradox that everything moves at the speed of light nowadays, yet we're busier than ever. For some, this leaves no room for prioritizing organization—or so it seems.

It's generally agreed that consistently staying organized takes far less time than doing a massive organizing overhaul, leading to better overall productivity. For example, consider your desk. If you keep it organized as you work, you'll know where everything is at all times. So instead of taking fifteen minutes to find a report you need, you'll have it in seconds, leaving you time to focus your attention on more pressing matters.

Multiply this process by the number of things on your agenda, and it's clear why organization is a great time-saving habit—both at home and at your workplace. In a very real sense, time is money if you're well-organized.



Getting organized is a sign of self-respect.

– Gabrielle Bernstein



HOW TO OPTIMIZE ORGANIZATION

Now that you understand the many potential benefits of being more organized, here are some tips that can help you become—and stay—organized.

Take one step at a time.
If you try to tackle a huge pile of clutter all at once, you'll likely feel overwhelmed and retreat back to what you know. Instead, divide and conquer your disorganization: go room by room, and then, if need be, take on one part of each room at a time. Small victories such as this will be motivational, spurring you to continue your organizing efforts.

Decide what to store away and what to remove.
As you go room by room, determine what you'll keep and what you'll get rid of. Then store away what you want to keep; you may realize that it's too much for the space you have. If so, consider whether you really want it; if not, try to sell it or put it with the rest of your "donate" pile.

Make it a team effort.
If you are a hoarder and your roommate or spouse isn't, they'll probably be happy to help you get organized if you ask for help—and it can become a bonding experience that promotes mutual respect through a shared goal.

Think of the greater good.
Sure, you're going to make things better between you and your housemates by doing this. But you will also make a big impact on people when you donate items that other people actually need versus what you want.

Remember your why.
As discussed earlier, being organized isn't necessarily the ultimate goal—organization is a tool that can help you achieve a much greater purpose. Do you want to be happier? Improve your relationships with the rest of your family? Sleep better? Feel better about yourself? Always keep in mind how you'll be improving your own well-being on this journey.

So make sure to smile the next time you see your spouse carefully rearranging the dishwasher, notice your friend's books alphabetized on his bookshelf, or find yourself making sure your home is impeccable on the morning before you leave for vacation, knowing that they're just some examples of how organization can easily help you take control of both your home and your life.



pet shedding SOLUTIONS

written by:
rachel stevens

Animals can bring a great deal of joy to your household, and any pet parent will tell you that the training, accidents, and abundance of hair are worth it. However, it can benefit both you and your pet to stay on top of their shedding.



Here is a list of shedding solutions to prevent the hair clumps on your clothing, furniture, and floors before they happen.

brushing

The simplest and most obvious solution is to brush your animal. However, you might be using the wrong tools and techniques. Though your pet may resist the brushing process, they will be thankful to let go of the extra fur. It's like a haircut—they'll feel lighter and smoother!

Types of brushes

Every breed of cat or dog has a unique coat. So it makes sense that a one-size-fits-all solution isn't the best choice, and you might benefit from using multiple kinds of brushes. The right brush can massage and activate your pet's natural oils to keep their shedding at a healthy rate. The type will depend on whether your animal has short, long, thick, or fine fur. Additionally, if possible, always brush your animal outside on your porch or deck to minimize fur clumps on furniture and floors.

Thick and fluffy hair: undercoat rake

A rake penetrates an animal's thick coat to remove dead undercoat hair. It looks like a razor with one or two rows of thin pins. Just like with a razor, you only need to apply gentle pressure to get rid of unwanted fur.

DOGS: Husky, German Shepherd, and Chow Chow

CATS: Ragdoll, Birman, and Persian

Medium-to-long hair or curly hair: slicker brush

A slicker brush reaches mats and tangles on the topcoat of an animal, making it ideal for medium-to-long-haired pets that have a prominent thin, straight, or curly topcoat. It's important to grab sections of hair and gently release tangles because pulling too hard risks damaging healthy hair follicles and hurting your pet. You can also use a slicker brush on thick coats as a finishing touch after an undercoat rake.

DOGS: Golden Retriever, Yorkshire Terrier, and Cocker Spaniel

CATS: Maine Coon, Persian Long Hair, and Himalayan

Short, wiry hair: bristle brush

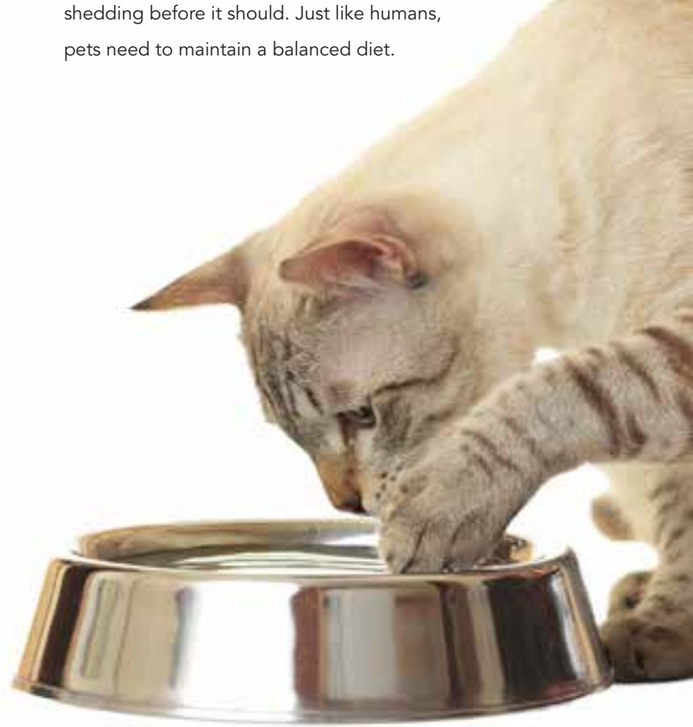
Bristle brushes with tightly packed, natural bristles are perfect for animals with short, straight hair that that shed finer hairs from their topcoat.

DOGS: Pug, Greyhound, and Jack Russell Terrier

CATS: American Shorthair, Manx, and Russian Blue

Proper hydration and *nutrition*

What your pet consumes affects the growth of their fur, but it can also stop fur from growing too quickly and shedding before it should. Just like humans, pets need to maintain a balanced diet.





Hydration

First and foremost, keep your animal well hydrated. Hydration not only helps promote good health overall but also keeps hair follicles moisturized, so they don't dry and fall out too quickly.

Food

Food can also play a vital role in the health of your pet's fur. Avoid any foods that have ingredients listed as meat byproducts. The first ingredient should always be chicken, lamb, fish, or beef. Some vets also recommend a mix of wet and dry food for maximum nutritional benefit. If you notice a lot of shedding and unhealthy hair, talk to your vet about nutritional supplements. It's important to recognize when shedding is either too frequent or infrequent for your animal's breed.

With an OK from your vet, you might consider including a drop of olive oil or apple cider vinegar in your pet's food to keep their coat soft and shiny. The vitamin E and antioxidants found in these two foods are great for most animals' hair follicles and skin.

bathing

While pets don't need to bathe quite as frequently as we do, and though some even bathe themselves, it's important to give them a bath as needed. Bathing is particularly important for outdoor pets to remove dirt and harmful bugs from their coat. Baths can also help loosen hair that might otherwise end up in your home.

Shampoos

Under no circumstances should you ever use your human shampoo on your animal. The agents in regular shampoos are not safe for them. Plenty of shampoos that are gentle enough for your pet can be purchased online or from your local pet store. As a rule of thumb, avoid any fragrances or added colors, and look for natural, unscented shampoos. Just make sure you rinse your animal thoroughly.

Frequency

As for the frequency of bathing, it will depend heavily on the breed of your pet and how often they exercise outside. Cats bathe themselves, so you will only need to wash them every four to six weeks to prevent matting. As for dogs, again, it depends on the type of coat they have, but they should get regular professional groomings every two to three months—especially larger dogs, who can be hard to handle.

Bathing tools

There are a few tools you can use to make bath time at home a bit more comfortable for both you and your pet. Items like a shampoo brush help speed up the process and feel like a nice massage for them. Consider investing in a drain strainer that can catch the loosened hair so you can throw it away afterward.

At the end of the bath, try towel gloves, which can be less intimidating than wrapping your animal in a towel. You can also buy special dog or cat towels that are the right size and material to help dry your animal quickly. Put the towel into the wash immediately after use to avoid fur dropping onto the floor.

Fur shedding is a natural process that will never completely stop. However, it's important to help your pet maintain a healthy coat and stay comfortable in their skin.





FOOD FOR THE GREATER GOOD

written by: *alexa bricker*

According to the Upcycled Food Association, over 30 percent of global food production is lost o waste. And with ever-growing concerns about food insecurity in the United States, it begs the question, "Can anything to help?" Luckily, the answer is yes.

Here are three easy ways you can change your lifestyle to prevent food waste, help the planet, and potentially save yourself money in the process.

SHOP WISELY.

The upcycled food movement is growing, and, because of it, many food companies are dedicating themselves to eliminating or otherwise lessening the plight of food waste. For example, the snack company Barnana uses only "imperfect" bananas that would otherwise go to waste to create its products, and Brooklyn-based RISE takes a byproduct of used grains from breweries and transforms it into a high-protein flour alternative.

FREEZE IT OR LOSE IT.

You know the routine—you buy a bunch of produce in bulk to save money, but you can never seem to eat it all before it goes bad. This is one of the most common ways food is wasted at the consumer level, but it's totally preventable. If you prefer buying your food in bulk, separate a reasonable portion that you can eat in a week, and then cut and freeze the remaining portion. Fruit is best when flash-frozen; simply lay the fruit out on a baking tray lined with parchment paper, freeze it until solid, and then portion it and place it in resealable bags to freeze for up to six months. Veggies like zucchini, green beans, corn, and peas should be blanched before freezing to help maintain their crunch.

REGROW YOUR SCRAPS.

Who eats the hard end of a head of lettuce? No one. But do you know what you can do with the bottom few inches of the next head of lettuce you buy? Grow an entirely new head! Reserve the bottom three inches, place it in a cup of shallow water until it begins to sprout, and then transfer it to a pot with soil. An avocado pit can also be planted by placing a few toothpicks into each side, suspending it over a jar filled with water so about an inch of the wide end of the pit is submerged, and leaving it in a warm, sunny spot to germinate. And if your potato sprouts eyes, simply cut it into small chunks and plant them into soil like you would flower bulbs or seeds.

The inclusion of useful tips is one of the top reasons 58 percent of recipients have referred the professional who sent them the magazine in the past 12 months.

RISK REVIEW

Having a "heads-up" for all of life's potential risks would be ideal... but since the unexpected is, well, just that—proper risk provisions are **key to protecting your wealth.**



WHEN THE SKY IS CLEAR, CARRY AN UMBRELLA.

For All of Life's Potential Risks, Carry Ample Provisions.

There are many situations that can jeopardize your financial future; identifying these risks is the first step in protecting against them. Let's discuss your risks, and structure a comprehensive strategy for your financial longevity.

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Front of Tear Out Card 2



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Back of Tear Out Card 2

SERVES 2–4

- 4 c. canola oil
- 5 potatoes, sliced into long, thin strips
- 3 tbsp. minced fresh rosemary leaves
- Salt and pepper, to taste
- 2 eggs, beaten
- 1 c. cornmeal
- 1 to 1½ lb. pollock fillets

1. Place the canola oil in a Dutch oven and bring to 350°F over medium-high heat.
2. When the oil is ready, place the sliced potatoes in the oil and cook until golden brown. Remove and set to drain on a paper towel–lined plate. Keep the oil at 350°F.
3. When drained to your liking, place the fried potatoes in a bowl with the rosemary, salt, and pepper and toss to coat. Set aside.
4. Place the beaten eggs in a small bowl and the cornmeal in another. Dip the pollock fillets into the egg and then into the cornmeal, repeating until coated all over.
5. Place the battered pollock in the oil and cook until golden brown. Remove and set to drain on another paper towel–lined plate. Serve with the rosemary chips.

Recipes and photographs excerpted from ***The Fresh Harvest Cookbook*** by Keith Sarasin and Chris Viaud. ©2021 Courtesy of Cider Mill Press Book Publishers LLC.

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Your back covers are a great place to draw attention to an upcoming seminar or community event of your choosing.

86 percent of recipients have taken an action as a result of receiving the magazine.



Time is *money*

When planning for your financial future, now is the time to start. Here at Sanders Wealth Management, LLC, we help you kick-start your future with our wealth of financial services and resources—setting you up for success.

Visit us online, or call us to set up an appointment and start taking control of your financial future!



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