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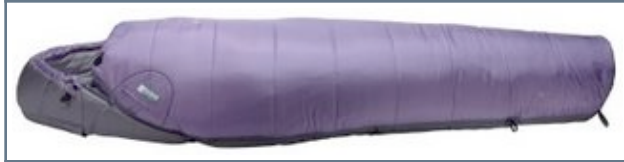
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thursday, april 16, 2009

EARTH DAY: EVERYDAY



**The Natural Dentist,
Sierra Designs, Mission
Playground, Osprey
April 21, 2009**

Words Judith Ecochard

Images from company
websites

The cutback on hard copy
"Green" magazine issues ...is
a sign of economic crunching
but not indicative of the
growing willingness of
consumers to embrace all
things sustainable.

Physical reads are not printed on recycled paper anyway and feature "eco" along side decidedly non-eco stuff.

--- AND the story angle of REINVENTING 'nutty crunchy' organic fashion and grooming products is tired. Good eco materials are ubiquitous with plenty of affordable organic textiles and ingredients (for beauty/grooming items) out there.

In contrast, the active wear/outdoor gear and personal health industry have embraced sustainable 'green' business practices, from cradle to cradle, for many years ago.

And in honor of Earth Day---our picks for products that are a 'given,' or should be.

**exclusively edited and
written**

BY J.ECOCHARD

LYRA MAG.

**fashion, outdoor gear,
beauty, travel,**

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