WOMEN RUN THE WORLD
Meet the trailblazers creating big, bold change

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“I’m braver than I thought. I can speak my mind.”
Your guide to a greener, cleaner home

We care deeply about living in a space that feeds our well-being and about protecting the planet. But the thought of doing a major overhaul to create an environmentally sustainable home can induce panic. Here’s the thing: Going more eco can be done in small, pain-free steps, says Friday Apaliski, who created the Sustainability Concierge, a business that helps make dwellings healthy, holistic, and happy. “My mantra is ‘Progress, not perfection,’” she says. “If we all do a little better, then collectively we’re accomplishing a ton.” Here, Apaliski’s easy ideas for keeping your place clean and earth friendly—and maintaining your peace of mind. by Isabel Burton

1. LOOK TO THE LIGHT
Change all your bulbs to LED. It’s a low-lift, big-impact move that you’ll relish in every time you notice your beautiful, consistent lighting. The payoff is huge—an LED bulb uses 85 percent less energy than an incandescent bulb, so you’ll also save a ton of money on bills (roughly 30 percent). Even better, they last 20 times longer; you won’t need to replace them for 10 years.
2
MAKE CHOOSING PRODUCTS A NO-BRAINER
When buying nontoxic cleaners, it’s hard to weed through all the info to determine what’s legit. Make life easier by picking a brand with the Made Safe (madesafe.org) seal. This certification ensures that all ingredients in the product are safe and healthy.

3
GO ALL CLOTH
Stop buying disposable paper towels. Take a deep breath—it will be fine. Get cloth towels, which look pretty and can be washed. And when they’re threadbare, recycle. Many farmers markets collect textiles to recycle, as do stores like the North Face. Some gas stations also have green textile recycling bins.

Or check out Marley’s Monsters (marleysmonsters.com), which are rolls of cotton flannel sheets that are great for wiping counters and serving sandwiches. For bigger spills, go for Swedish dishcloths, reusable stiff sheets made of cotton and cellulose that soften and become superabsorbent (available at most housewares stores). They’re also compostable.

4
UPGRADE YOUR SPONGE
Sponges are typically made from oil-based plastic that leaves little microfibers in their wake and down the drain (and into the water system). Try a wool sponge, like those made by Full Circle Wool (fullcirclewool.com). They’re compostable, and their natural scrubby texture works. Big bonus: Wool is naturally antimicrobial, so even dirty sponges don’t smell.

5
SCENT YOUR HOME SMARTLY
If you don’t read your labels closely, you could unknowingly diffuse chemicals like phthalates—which are endocrine disrupters—into the environment every time you light a scented candle or spray a room fragrance. What’s more, the phthalates make the scent sticky, so it lingers longer in the air and on all your stuff. Look for specific ingredients on the label like citrus or lavender, instead of the general “fragrance.”

6
OPT FOR GLASS
For food storage, glass containers are a great alternative to plastic, which isn’t easily recyclable and can release chemicals into your food when reheated. And with glass, you see what’s inside, making you more likely to eat leftovers and prevent waste.

7
STOCK KINDER TP
You want toilet paper that’s soft but also sustainable. Bamboo is a great TP material. The plant grows organically and quickly without chemicals, and it’s biodegradable. It also uses little land space and water. One brand I swear by: Who Gives a Crap (us.whogivesacrap.org).