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It Takes a Lot of Research to Create a Truly Eco-Friendly Gift

Los Angeles, California - With the amount of information about the safety of children's products coming out today - from lead in toys, to chemicals leached from baby bottles, to allergens in baby shampoos and lotions - it can be overwhelming to stay on top of current research and know which children's products are safe, let alone better choices for our environment. Enter Greenbaby Gifts, an on-line boutique offering gift sets of all natural and organic nursery necessities for infants, toddlers, and expecting mothers. Cynthia McGregor, founder of the Laguna Niguel based company, has painstakingly researched each and every product included in her gift sets, as well as the business practices of the companies manufacturing these products.

Says McGregor, "I have taken a very conservative position with regards to the products I include in my gift sets. Aside from the dangers that have been revealed by the mainstream media, I have chosen to avoid any ingredients that have been controversial among the research - things like paraben preservatives, sodium laurel/laureth sulfates, and color or fragrance additives. I sought out only the purest, safest, most eco-friendly products, and then personally tested their efficacy."

What this amounts to is that McGregor has spent the countless hours it can take to sift through the many alternative products on the market today so that her customers can buy - and gift - her products with confidence. McGregor works only with manufacturers adhering to strict standards in terms of their efforts to minimize their impact on the environment and, for those producing outside of the U.S., their impact on the communities they work among. And she holds herself to these standards as well.

"The original concept for my business was to design a gift package comprised entirely of eco-friendly materials, from the packaging itself, to the shipping materials, to the printed items included in the sets. The sets come in gift bags and keepsake boxes made from recycled chipboard and handmade mulberry paper. I use biodegradable, corn-derived packing peanuts. My boxes, tissue paper, and office paper are all made from recycled materials, and my printer uses soy-based inks and paper made from trees harvested in a responsible, sustainable manner."

Gift sets from Greenbaby Gifts are available for direct-to-consumer purchase through the company's web site at www.greenbaby-gifts.com, and will also be showcased at The Whole Children, Whole Planet Expo being held at Highland Hall Waldorf School, May 17-18 in Northridge, California.

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