



The Healthy Home Project

Simple Changes
Healthier Choices
A Better Home

FREE QUICK START GUIDE

One small choice today can change your family's tomorrow.

Welcome!

FOR YEARS I BELIEVED I WAS
JUST GETTING OLDER.

-  I was constantly tired.
-  My hair was falling out.
-  I had migraines.
-  Digestive problems.
-  Anxiety.
-  Random rashes.
-  Seasonal allergies.
-  Food allergies.
-  Hormone problems.
-  Weight gain.
-  Dry skin.
-  Low energy.



Then something terrifying happened.

My throat began randomly swelling shut while eating foods I'd eaten my entire life.



Some days I could eat something with no problem.

The next day I would choke on the exact same meal.



One Thanksgiving I ate only five bites before my throat closed.

My sister sat beside me with 911 ready to call.



That was my turning point.

I decided I wasn't going to wait until my body got worse.



Instead of looking for one miracle cure...

I began changing the thousands of small choices I made every day.



That journey changed my life.

Today I simply want to help others learn what I wish someone had shown me years ago.



**ONE SMALL
CHOICE TODAY
CAN CHANGE
YOUR TOMORROW.**



You are stronger than you think.
Your health is worth the effort.
Your future is worth fighting for.



Why SMALL CHOICES Matter

SMALL
CHOICES
CREATE
BIG CHANGE



SMALL DAILY CHOICES CREATE MASSIVE CHANGE

The compounding effect of improving or declining by just 1% each day over one year.



Tiny daily
choices
today lead to
life-changing
results
tomorrow.

Most families think they have hundreds of brands to choose from.
*In reality... many are owned by only a handful of corporations
using similar ingredients.*



KNOWING WHAT IS INSIDE GIVES YOU REAL CHOICE



Read labels
with confidence.



Choose products
with cleaner,
safer ingredients.



Create a healthier
home for the
people you love.



Every small choice you make is a *vote*
for your health, your family, and
the future you want to build.



Small changes today. Big impact tomorrow.

You have more power than you think.



WHERE SHOULD I START?

Don't change everything.
Just start here.

Focus on these simple swaps first



☐ LAUNDRY DETERGENT

A cleaner clean without harsh chemicals.



☐ DISH SOAP

Gentle on hands,
tough on grease.



☐ HAND SOAP

A simple daily swap
for your family.



☐ TOOTHPASTE

Fresh, clean, and
better ingredients.



☐ SHAMPOO

Nourish your hair with
safer, effective ingredients.



☐ CONDITIONER

Smooth, healthy hair
without the buildup.



☐ MULTI-SURFACE CLEANER

One cleaner for many
surfaces in your home.



☐ VITAMINS

Quality nutrition
from the inside out.



☐ AIR FRESHENERS

Freshen your air without
the harsh toxins.



You don't have to replace everything overnight.
Simply replace products as they run out.



THE DIRTY DOZEN

12 INGREDIENTS I PERSONALLY AVOID

KNOW
BETTER.
CHOOSE
BETTER.

These chemicals are commonly found in everyday products.

I choose to avoid them in my home.

1 PHTHALATES

Used to make fragrance last longer. Linked to hormone disruption and reproductive issues.



2 FORMALDEHYDE RELEASERS

Used as preservatives that can release formaldehyde gas. May cause respiratory irritation and allergies.



3 TRICLOSAN

Antibacterial chemical linked to hormone disruption and antibiotic resistance.



4 PARABENS

Preservatives used to extend shelf life. May mimic estrogen in the body.



5 BPA

Found in some plastics and resins. Linked to hormone imbalance and developmental issues.



6 PFAS

"Forever chemicals" that don't break down. Linked to immune, thyroid, and hormone problems.



7 ARTIFICIAL DYES

Often made from petroleum. May cause hyperactivity, allergies, and other health concerns.



8 QUATS

Quaternary ammonium compounds used as disinfectants. Can irritate skin, eyes, and lungs.



9 SULFATES (SLS/SLES)

Harsh detergents that can strip natural oils from skin and hair. May cause irritation and dryness.



10 SYNTHETIC FRAGRANCE

May contain thousands of undisclosed chemicals. Common trigger for allergies and headaches.



11 1,4-DIOXANE

Often found as a contaminant in surfactants. Possible carcinogen with long-term exposure.



12 ALUMINUM

Used in some personal care products. Linked to neurological and hormone concerns.



WHERE THEY'RE COMMONLY FOUND



CLEANING PRODUCTS

Laundry detergent, dish soap, all-purpose cleaners, bathroom cleaners, disinfecting wipes, air fresheners



PERSONAL CARE

Shampoo, conditioner, body wash, hand soap, lotions, deodorant, toothpaste, makeup, sunscreen



HOME & AIR CARE

Air fresheners, candles, fabric softeners, mothballs, plug-in fragrances



VITAMINS & SUPPLEMENTS

Vitamins, protein powders, melatonin, fish oil, herbal supplements

CHEMICALS MELALEUCA DOESN'T USE

- ✓ No Phthalates
- ✓ No Formaldehyde Releasers
- ✓ No Triclosan
- ✓ No Parabens
- ✓ No BPA
- ✓ No PFAS
- ✓ No Artificial Dyes
- ✓ No Quats
- ✓ No Sulfates (SLS/SLES)
- ✓ No Synthetic Fragrances
- ✓ No 1,4-Dioxane
- ✓ No Aluminum

BETTER INGREDIENTS.
BETTER CHOICES. A BETTER HOME.

Your home doesn't have to change overnight.

One thoughtful choice at a time can lead to lasting change.

Read Labels Like a Detective

The truth is in the ingredients.

*Big claims
on the front
are meant to
grab attention.*



*Fragrance
can hide
hundreds of
chemicals.*

*Flip it over.
That's where
the real story
is found.*

TEACH

Don't trust:

-  Natural
-  Green
-  Pure
-  Eco
-  Safe
-  Plant-Based

INSTEAD...

*Turn the bottle over.
Read the ingredient list.*

- ✓ Look for ingredients you recognize.
- ✓ Avoid ingredients you can't pronounce.
- ✓ Fewer ingredients are usually better.
- ✓ Your health is worth the extra 30 seconds.



You have the power
to make safer choices
for you and your family.



*Knowledge is power.
Labels don't lie. Ingredients do.*

THE BIGGEST *Switches*

Small swaps. Safer ingredients.
Healthier home.



These everyday products are easy places to start making healthier choices for you and your family.

 PRODUCT	 TYPICAL STORE OPTION	 HEALTHIER ALTERNATIVE
 LAUNDRY	ARTIFICIAL FRAGRANCE Often used to mask chemicals and can trigger sensitivities and headaches.	CONCENTRATED CLEANER Powerful, concentrated formulas use safer ingredients and less packaging—better for your health and the environment.
 DISH SOAP	HARSH SURFACTANTS Strip natural oils from your skin and may cause irritation with frequent use.	PLANT-DERIVED SURFACTANTS Gentle, effective cleansers that remove grease without harsh chemicals or residue.
 SHAMPOO	SULFATES Common foaming agents that can dry out hair and scalp and may cause irritation.	SULFATE-FREE FORMULA Cleanses gently while supporting healthy hair and scalp without stripping natural oils.
 VITAMINS	ARTIFICIAL COLORS Added for appearance only and may cause sensitivities in some individuals.	CLEANER INGREDIENT OPTIONS Choose vitamins with simple, recognizable ingredients your body can trust.



ONE CHOICE
at a time

You don't have to change everything overnight.

Start with one product, use it up, and make a better choice next time.
Small changes today lead to a healthier home tomorrow.



Small Changes Big Impact

Simple swaps you can make today.
You don't have to eliminate everything overnight.

START SMALL. START TODAY.



TODAY'S SIMPLE SWAP



Instead of worrying about everything...

Start with food dyes.



Choose snacks and cereals labeled:

NO ARTIFICIAL COLORS



Look for products colored with natural sources like:



BEET JUICE



TURMERIC



PAPRIKA



FRUIT &
VEGETABLE
JUICES



Better
Choices
Brighter
Future



What you use every day...
adds up over time.
Small exposures.
Repeated daily.



EVERY CHOICE MATTERS.

Small improvements today
lead to a healthier home
and a brighter future.



“

This isn't about fear.
IT'S ABOUT AWARENESS.



ONE SMALL CHANGE CAN BE THE BEGINNING OF A HEALTHIER HOME.



THE ILLUSION OF CHOICE

Think you're choosing between dozens of companies?

Many familiar brands belong to the same parent corporations.



Understanding who owns what can help you make more informed decisions for your home and family.



P&G



Unilever

Johnson & Johnson

reckitt

Tide **Dority** **Swiffer**

Cascade **DAWN** **Febreze**

head & shoulders **Gillette** **OLAY**

Old Spice **Pampers** **Crest**

always **Venus** **Mr. Clean**

Dove **AXE** **Suave**

St. Ives **POND'S** **TRE Semm**

Degree **Simple** **OLAY**

V05 **closeup** **Caress**

BAND-AID **HELLMANN'S** **Lipton**

TYLENOL **Motrin** **ZYRTEC**

Benadryl **Visine** **BAND-AID**

Neutrogena **Aveeno** **CeraVe**

LISTERINE **Mylanta** **ZARBEE'S**

SUDAFED **Pepcid** **Nicorette**

Lysol **AIR WICK** **Mucinex**

Durex **finish** **Vanish**

Enfamil **Dettol** **Clearasil**

HARPIC **Calgon** **Veet**

Mortein **Strepsils** **NUROFEN**

Nestlé

Kraft Heinz

The Coca-Cola Company

PepsiCo

NESCAFÉ **NESTLÉ** **KIT KAT**

Gerber **PURINA** **Nesquik**

Kraft **HEINZ** **Oscar Mayer**

PHILADELPHIA **lunchables** **Velveeta**

Coca-Cola **Sprite** **FANTA**

Minute Maid **DAJANI** **smartwater**

pepsi **Lays** **Tostitos**

Doritos **QUAKER** **SPRITZ**

Ownership alone doesn't determine product quality—ingredient choices do. Always read labels and choose what's best for your family.

KEY TAKEAWAYS

- A small number of companies own hundreds of brands.
- Many products use similar ingredients across different labels.
- Reading ingredient lists gives you real choice.
- Choosing better ingredients is what truly makes a difference.



Your Power as a Consumer



READ LABELS



CHOOSE WISELY



CREATE A HEALTHIER HOME



You don't have to be perfect.
Just purposeful.



WHAT CHANGED *for Me*

Thousands of small choices added up to real change
in my health, my home, and my life.

BEFORE



Hair loss



Brain fog



Constant fatigue



Digestive issues



Random rashes



Seasonal allergies



Food allergies



Heavy periods



Anxiety



Migraines



Heartburn



Dry skin



Constipation



Hormone imbalance



Low blood pressure



Unable to lose weight



Random choking



Low energy



Poor sleep

AFTER



More energy



Healthier skin



Improved digestion



Fewer migraines



Better sleep



Reduced inflammation



Healthier hair



Better focus



Weight loss



Improved quality of life



More confidence



Hope



Small choices.
Big impact.
Better life.



Everyone's experience is different.
These results reflect *my personal journey*,
not guaranteed results.



Why AMERICAN-MADE *Matters*



SUPPORT AMERICAN JOBS.

Every purchase supports hardworking people in our communities.



HIGHER MANUFACTURING STANDARDS.

American-made products are held to stricter safety and quality regulations.



SHORTER SUPPLY CHAINS.

Reducing distance means fewer delays, less risk, and a smaller footprint.



SMALL BUSINESSES.

Your support helps small businesses thrive and grow.



FAMILY-OWNED COMPANIES.

Invest in values, relationships, and long-term commitment, not just profits.



COMMUNITY INVESTMENT.

American companies are more likely to give back and invest in the communities they serve.



When you buy American,
you build a stronger future for all of us.



How I SHOP SMARTER

SIMPLE 5-STEP SYSTEM

Small changes in how you shop can
save you money, time, and protect your health.

1



BUY FEWER PRODUCTS.

Choose versatile, multi-purpose products you truly need.
Less clutter. Less overwhelm.
More space and peace of mind.



2



BUY CONCENTRATED.

Concentrated products last longer, use less packaging, and ship more efficiently—better for your wallet and the planet.



3



BUY SAFER INGREDIENTS.

Look for products made with cleaner, plant-based ingredients that are safer for your family and your home.



4



REPLACE PRODUCTS ONLY WHEN EMPTY.

Use what you have. Avoid waste.
Switch one product at a time to build lasting change.



5



SAVE TIME WITH HOME DELIVERY.

Get the products you trust delivered to your door.
Save time. Skip the store.
Focus on what matters most.



Small, mindful choices add up to a
healthier home and a better life.



FREE RESOURCES

Tools, tips, and inspiration
to help you create a *healthier home and life.*

CHECKLIST

- ✓ Weekly chemical education
- ✓ Healthy recipes
- ✓ Product swaps
- ✓ Ingredient guides
- ✓ Budget-friendly tips
- ✓ American-made spotlight
- ✓ Family wellness ideas



YOU DON'T HAVE TO FIGURE THIS OUT ALONE.

These free resources are here to support your journey every step of the way.



Let's Connect!



Find me on Facebook
for daily tips, encouragement,
and community!

 facebook.com/profile.php?id=61591003486475



Follow me on X
for quick tips, updates,
and inspiration!

 x.com/HealthyHomeP

Your home. Your health. Your future.

Let's build it—together.





Healthy
HOME PROJECT

HEALING BEGINS
IN THE HOME

Let's Build a
**Healthier
Home**
Together

Whether you're making
one small change or
completely transforming
your home...

You're welcome here.



healthyhomeproject.org 



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Small choices. Big impact.
Brighter homes. Healthier lives.

