

Ode

FOR INTELLIGENT OPTIMISTS

ORGANIC TOP 20



[1]

EO PRODUCTS COSMETICS

WITH EVIDENCE MOUNTING THAT SOME of the chemicals found in cosmetics can be harmful, it's good to find a brand that reveals what's going on underneath the pretty packaging. Family-owned EO Products uses pure essential oils, botanical extracts and as many organic ingredients as possible. The organic lavender hand-sanitizing wipes are a plant-based alternative to the chemical stench of baby wipes. The foaming hand and body soaps come in unusual and refreshing scents, such as chocolate mint and tangerine. Produced in Marin County, California, EO products derive their enticing smells from the essential oils of plants, more than half of which are sourced from neighboring small farms. All products are free of artificial fragrances as well as other suspect chemicals, such as sodium lauryl/laureth sulfates and parabens. The EO website features a "green

glossary" that includes information on every ingredient so customers know what they're putting on their skin. EO also donates free personal care products to homeless shelters and youth detention centers. ■ **HAND WIPES, \$21.50 (BOX OF 24); FOAMING HAND SOAP \$7.50** ■ EOPRODUCTS.COM

[2]

CASCADIAN FARM FRUIT SPREADS

THE FOLKS AT CASCADIAN FARM LIKE to point out that their brand isn't just an organic food wholesaler, but a real place—a working farm in the foothills of the North Cascades mountains in western Washington state. And *real* is the operative word when it comes to the company's fruit spreads, too—strawberry, raspberry, concord grape, blackberry, blueberry and apricot. Since 1972, all crops (Cascadian makes more than 75 products, from frozen fruit to cereal) have been grown using

sustainable methods. Berries are harvested by hand. The ingredients not grown at Cascadian Farm are sourced from organic farmers both inside and outside the U.S. Cascadian's emphasis on organic produce and quality control make these fruit spreads a real treat. ■ **2 10-OZ. JARS, \$7.98; 6 10-OZ. JARS, \$22.75** ■ CASCADIANFARM.COM

[3]

SIMPLE SHOES FOOTWEAR

THE DESIGNERS AT SIMPLE SHOES HAVE always loathed excess. When the company was founded in 1991, they sought to provide an alternative to the "over-hyped, over-marketed and over-teched" sneakers on the market. With 2005's Green Toe Collection, Simple's agenda took on an ethical dimension. "We're in an industry that creates a lot of waste," says Product Line Manager Cielo Rios. "And instead of twiddling our thumbs, we decided to do something about it." The Women's Mistletoe