



# CLEAN & green

Spring cleaning embraces environmentally friendly practices

BY LESLIE HOFFMAN

Earth Day is April 22, and now, another yearly tradition — spring cleaning — is becoming more environmentally friendly, too. The heightened awareness of conducting our lives in a way that's "green" is also coinciding with the state of the economy: Americans have been amassing lots of stuff, and now it's time to find ways of being responsible for what we have. Coupled with an increased interest in saving and investing, professional organizers and cleaners aim to help consumers save money and time and manage their life and the stuff that goes with it.

For some, the first step is actually cleaning the house. Christine Spila, one of the owners of Fitzen Associates and a brand ambassador for the environmentally friendly cleaning system Our House, is dedicated to the chemical-free products that she sells, not just because of their effectiveness, but because they reduce the amount of pollution that people are exposed to in their own homes.

Spila says she used to have a hard time convincing people that Our House's hydroxide-based formulation is as equally potent as household standards such as bleach and cleaners, but, "Now people are more in tune and are more open to hear about it," she says. Our House products are sold online, but also through house parties similar to Supperware or Pampered Chef events. "I explain how they work, and how toxic traditional ammonia-based

and bleach-based cleaners are for you," she says. "More and more, it's coming out that those little increments of exposure are truly playing havoc on our bodies."

Although she sells these products, Spila feels more attachment to them because of their health properties. "I love talking about these products, because I'm helping people who don't realize how much the chemical age is affecting them."

Similarly, Leslie Miller, who owns Miller Organizing Services, Inc., with her husband, Sandy, is dedicated to helping people learn about organizing and the resources available to help them live better. She believes the key to finally getting organized is "Establishing what 'enough' is in your life. If you never establish enough, you never get to congratulate yourself and say that you got there."