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Little Black Book Reveals Hundreds of Green Secrets at OC Holiday Launch Event

Orange County, CA – November 20, 2010 - Finally, there's a guidebook for navigating the oversaturated Green marketplace. Lisa and Ron Beres, authors of *Just Green It!* are dishing the truth behind everyday consumer purchases in a small, sleek, black, must-have-guide designed to fit in every woman's' purse.

Lauded by Maria Shriver, Chelsea Handler, Sally Jessy Raphael and Trista & Ryan Sutter, among others, *Just Green It! Simple Swaps to Save the Planet and Your Health*, reveals how consumers can now avoid falling prey to the dizzying and often misleading world of green shopping, or sometimes called green washing. "We debunk the "green washing" that is so prevalent today and teach readers how to know the difference between such confusing and often deceiving terms as "natural," "organic," "chemical-free," and "non-toxic," among others," explains co-author, Ron Beres. Consumers will learn to decipher fact from fiction as the Bereses empower readers through their direct writing style of a "Green It! or Skip It!" approach to live a healthier lifestyle and exercise their purchasing power. They clearly lay out in a visual format what is the better choice - between brands, benefits, and costs in everything from household appliances and cleaning tools to food, cosmetics, and clothing for you, your kids, your home, and your budget.

In celebration of their book, *Just Green It!*, the Beres are hosting a free, cocktail party event of all things green. Join them on Thursday, December 9 from 6:30 to 9:00 p.m. at SEED People's Market, located at 2937 Bristol Street, Costa Mesa, in The Camp shopping center. With the support of Beres-approved green companies, over \$500.00 of eco-friendly goodies will be raffled off to attendees who come to support the event. Items include a Sanyo Air Washer Plus Air Purifier (\$250.00), an Earth Friendly Safeguard Your Home cleaning kit, books, stainless steel water bottles, a plant arrangement, eco-organic cotton produce bags and a waterless carwash kit! The green light at the end of the tunnel doesn't stop there! The evening will also include tasty organic appetizers, organic signature cocktails & wine, Coconut Bliss dairy-free ice cream, herbal tea and organic/raw chocolates. Plus, each attendee will receive a free gift upon arrival! *RSVP is required: chrissy@grnevents.com*

"We hope this event is a catalyst for consumer awareness in realizing their power of voice and choice in everyday purchases," said co-author Lisa Beres. "Just Green It! does the work for you."

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About the Authors

Husband/Wife team, Lisa & Ron Beres are the founders of the online store, www.GreenNest.com, and The Healthy Home Dream Team (www.HealthyHomeDreamTeam.com) eco-experts, authors and professional speakers within the green movement having educated southern Californians on "How to Live a Green Life" at Maria Shriver's Women's Conference, joining A-Listers including: Warren Buffet, Arnold Schwarzenegger, and others.

They are Building Biologists and Certified Green Building Professionals and are recognized consultants in the green movement. They are the authors of *Just GREEN It! Simple Swaps to Save the Planet and Your Health, Learn to Create a Healthy Home!* and *The 9 to 5 Greened*. Lisa is the author of the children's book, *MY BODY MY HOUSE* and *Your Home Through Green Colored Glasses* with Sally Jessy Raphael. They have appeared on The Doctors, Fox and Friends, The Today Show with Matt Lauer, Chelsea Lately on E!, and Living Well with Montel Williams.

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