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Authors Reveal Hundreds of Green Secrets in Little Black Book

Forget convicting a Hollywood Madam, Ron and Lisa Beres are dishing truth behind consumer products and naming names!

IRVINE, Calif., April 28, 2011 /PRNewswire/ – 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.

In honor of Earth Day 2011, the Bereses are offering a Spring Into Health Air Purifier Giveaway entry to anyone who purchases the book. Purchases made from participating Lowe's stores receive 5 entries at: <http://www.greenest.com/sweepstakes.php> for details.

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 understand 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.

While the Green Movement is concerned about the effects of our carbon footprint on the planet, the Bereses are equally concerned with how our footprint is endangering the health and well being of each individual. Did you know that product label claims like "natural" or "hypoallergenic" aren't regulated? Or that "wrinkle-free," "no-iron," or "easy care" often means a fabric was treated with a formaldehyde resin to keep it from wrinkling?

Everything in our lifestyle – what we eat, touch, wear, and use to furnish and clean our homes – is linked to our health and well-being. Unfortunately, we sometimes forget this and choose to ignore the many toxic materials that we come into contact with on a daily basis. With *Just Green It!*, there's a guidebook for today's consumer to decipher fact from fiction, live a healthier lifestyle, and exercise not just their voice, but their purchasing power as well.

About the Authors:

Ron and Lisa Beres are certified green building professionals (CGBP), Building Biologists (BBE) and owners of the popular website <http://www.GreenNest.com>. Ron and Lisa have appeared on The Today Show with Matt Lauer, The Doctors, Fox and Friends, Discovery/Planet Green's Greenovate and Chelsea Lately. Their consulting business includes celebrities and Fortune 500 companies.

To book Lisa and Ron Beres: <http://blog.greenest.com/book-us/>

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