There are four guiding principles that create our vision...

- **Health** – We believe everyone has a right to a healthy existence. The environment and our bodies are regularly, and unfortunately increasingly, being bombarded by toxic human-made chemicals. As these chemicals accumulate in our bodies, they disrupt our health, even though we may not feel their actual physical effects for years following the exposure. If we can reduce the amount of plastic-derived chemicals entering our bodies, we believe this is a worthy step in the direction of improved global health.

- **Environment** – We believe the Earth, our sacred shared home, also has a right to a healthy existence. The Earth is suffering for the same reason our bodies are suffering. A sacred balance has been disturbed. Humanity's insensitivity and reliance on petroleum-based products like plastic cause widespread pollution and energy wastage. If we can decrease the amount of plastic being produced from unsustainable Earth-scarring petroleum, and being discarded into Earth-polluting landfills, this is a positive step in the direction of restoring the Earth to her natural, healthy state of being.

- **Integrity** – We believe all businesses have a duty to treat their employees, customers and suppliers in a fair, respectful and compassionate manner. We believe 'corporate social responsibility' and 'ethical business practices' are more important than making money. We believe in multiple, balanced bottom lines: environmental, social, financial, spiritual…

- **Community** – We all share this planet and this time – we are all interconnected. We are ONE. Each person's actions affect the whole. Why not live in a spirit of compassion, generosity and giving? We cherish our local, regional and global communities, and are committed to nourishing them and giving back to them.

We do our best to implement these principles in the running of Life Without Plastic, yet we are not irrational purists. We are realistic idealists. Our vision is to help all living beings, including the Earth, by working toward decreased reliance on plastic. We realize that plastic is not going to disappear any time soon. We recognize the benefits of plastic and the important roles it plays

in society. We simply wish to build awareness about its dangers and the existence of healthier alternatives for household products. Healthier for the Earth, healthier for us all.