

REAL SIMPLE

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can you trust that label?

It's certainly fashionable for a product to call itself "eco-safe." But unless that has been backed up by a third-party certifier, beware. Below, eight legitimate earth-friendly seals to look for.



Some appliances, electronics, and lightbulbs display the Energy Star label, established by the Environmental Protection Agency. These products perform as well as their traditional counterparts while using up to 75 percent less energy.



Rainforest Alliance Certified products—from bananas to tea to flowers—come from farms that protect water, soil, and wildlife habitats and provide workers with access to schools and health care.



Coffee with the Bird Friendly label, created by the Smithsonian Migratory Bird Center, has been grown under a canopy of shade trees, preserving important habitats for migrating birds. It is also certified organic.



Wines and foodstuffs that carry the Demeter logo are biodynamic, which means their growers use methods such as crop rotation, composting, and homeopathic sprays to cultivate the long-term health of the soil.



Developed by the Forest Stewardship Council, the FSC logo signifies that paper and wood products, such as furniture and flooring, have been harvested using certified sustainable standards.



Products that include cleaners, paints, and paper earn a Green Seal certification if they have a low impact on the environment throughout their life cycles, from manufacturing to disposal.



TransFair USA confirms that Fair Trade Certified foods, such as coffee, fruit, chocolate, and sugar, have been grown by farmers who use environmentally friendly practices and receive a fair price for their crops.



Fresh produce, cheese, and even beer may carry a Salmon-Safe logo, which means they were produced in a way that protects salmon habitats and water quality in the Pacific Northwest.

click How much water can you save? To see how much you could conserve through small changes at home, go to www.realsimple.com/watersaver.