



## Ecolectual™

**e co lec tu al** [ekoh lek-choo-uh ] adj. 1. Guided or motivated by an intelligent respect for the environment and all living creatures, 2. To take action with respect to protecting the environment

As sisters we tend to have our own language! During one of many discussions regarding forming OBLI Organics, Melissa starting using the term ecolectual to describe us. We are intellectual (well, this may be up for debate!) women trying to promote an organic lifestyle while teaching our children to have a respect for the environment. We are ecolectuals!

In addition to our products being produced from 100% certified organic cotton using non PVC screen printing, it was important that all aspects of the business were considered. OBLI stationary and hang tags are printed using soy ink on Neena environment® paper which is FSC certified, made from 30% post consumer waste and the alternative fiber of sugar cane. Our logo stickers are made from a recycled paper and completely dissolve in water. Our gift boxes are take-out containers made from 100% recycled materials and recycled tissue paper. Hemp twine is used to attach our hang tags and tie our gift boxes. We recycle, print double sided and re-use shipping boxes whenever possible.

Personally, we both drive hybrid vehicles and shop local farmers' markets. We use cloth napkins and bring home groceries in our own bags. We recycle almost always and we try not to buy bottled water. However, we are not perfect. We strive to be good stewards of the environment but we are also constantly learning. And, sometimes life gets in the way of our best intentions. We hope that as we listen to others, read blogs and learn more, we can pass good information on to our customers and friends.

## Tips on how to be an Ecolectual™

- \* Be selective about what you wear and eat
- \* Go for a hike, a bike, a run or just sit outside - breath in the goodness!
- \* Buy organic and locally-grown foods when possible
- \* Like makeup, think – less is more!
- \* Make recycling and reusing a habit you pass down to your children
- \* Use tote bags for your grocery shopping
- \* Stop the junk mail--there are a ton a great websites that walk you through the process
- \* Unplug your cell phone chargers and turn off your computers each night
- \* Plan your route--you can save on gas just by not making unnecessary trips or back tracking. Moms especially know how many times this can happen!
- \* Play Fair--buying products produced under Fair Trade practices helps the people who make the products you love
- \* Buy energy efficient light bulbs for your home and office
- \* Don't use unnecessary packaging. The comics section of Sunday's paper is still the cutest wrapping paper around!
- \* Dress your babies, tots, and doggies in cool organic duds by OBLI Organics!