



Just GREEN It!



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SAVE UP
ON GREEN
PRODUCTS
For More
For Details

JUST
GREEN
IT!



Did You Know?
Taking a low flow
shower instead of a
bath can save 6 to 45
gallons of water

Simple Swaps for a Cleaner Planet
and Healthier Home

BY RON & LISA BERES,
FOUNDERS OF GREENNEST.COM

ADVANCE PRAISE FOR...



"[Ron and Lisa] address the important issues of making this world greener one step at a time."

Maria Shriver, *First Lady of California*



"*Just Green It!* is loaded with helpful tips and advice on making greener choices. As parents of two, we also appreciate how the information it provides benefits not just the planet, but the well being of our children."

Trista Sutter (*ABC's The Bachelorette*)



"*Just Green It!* is an empowering resource for living a greener and healthier life. Ron and Lisa have crafted an authentic guide on what to look for when making household purchasing decisions for virtually every aspect of your home and personal care choices."

Sally Jessy Raphael, *Radio Host (The Sally Jessy Raphael Show)*



"I love Ron and Lisa for having a good enough sense of humor to appear on my show... they are the reason I started going green."

Chelsea Handler, *Comedian (The Chelsea Lately Show)*



"I can unequivocally recommend *Just Green It!* It is a treasure of practical information. There are many tips on alternative inexpensive green choices for many things. This book has the help you been looking for."

Doris J Rapp, M.D., author of *Our Toxic World, A Wake Up Call*, drrapp.com

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LISA & RON BERES

In 2002, Lisa Beres, a former interior designer, started feeling run down and tired all of the time suffering from chronic fatigue, sinus infections, hormone imbalances and lowered immunity after moving into a newly remodeled home. She was well aware of the abundance of toxic materials that exist in homes today from her experience as an interior designer, but was unaware these materials can off gas as dangerous chemicals into the air we breathe (ie: that “new home smell”). Lisa then began a journey in search of answers. After much research and a dozen doctor visits, she came to the conclusion that her house and products within the home were making her sick!

It was through her research that Lisa decided to become a BBEC/Building Biologist (Building Biology—a study derived from Germany which encompasses how buildings impact life and the living environment). With her B.A. from Arizona State University already under her belt, she then decided to incorporate her two passions in life—interior design and health. After making the necessary adjustments in their home, her health gradually improved to a 180 degree turnaround and she and her husband Ron decided to help other people in their endless efforts to attain optimal health. Together with Ron who earned his B.A. from George Mason University, they chose to seek “greener pastures.” In addition, Ron is also a BBEC/Building Biologist and he and Lisa are also Certified Green Building Professionals.

Husband/wife team, Lisa and Ron Beres are the founders of www.GreenNest.com, eco-experts, authors and professional speakers with in the green movement. Most recently educating southern Californians on “How to Live a Green Life” at **Maria Shriver’s Women’s Conference** joining A-Listers including: Warren Buffet, Arnold Schwarzenegger, Jennifer Lopez, Bono, and others.

Green Nest’s founders, Lisa and Ron Beres, are recognized consultants in the green movement and



have become media personalities championing the cause of all-natural products that nourish the body while reducing our carbon footprint. Through their Healthy Home Consultations, they helped Trista and Ryan (*ABC’s Bachelorette*) to create a healthy and green nursery for baby Max.

They are the authors of the *Learn to Create a Healthy Home!* and *The 9 to 5 Greened: 10 Steps to a Healthy Office*. Lisa is the author of the children’s book, *MY BODY MY HOUSE* and most recently *Your Home Through Green Colored Glasses* with Sally Jessy Raphael. Lisa has been a guest on *Martha Stewart Living Radio* and is a regular green correspondent for the *Sally Jessy Raphael Radio Show*. They have appeared on *Fox and Friends*, *The Today Show* with Matt Lauer, *Chelsea Lately* on E!, *Discovery’s Greenovate*, *The Doctors* and *Living Well* with Montel Williams. Together they serve as advisory board members for Cal State University Fullerton’s green building program. Giving back to charities, the community and supporting green practices such as wind energy can also be found in their Eco-efforts link online!

“[Ron and Lisa] address the important issues of making this world greener one step at a time.”

— Maria Shriver,
First Lady of California



“I love Ron and Lisa for having a good enough sense of humor to appear on my show... They are the reason I started going green.”

— Chelsea Handler,
The Chelsea Lately Show

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EPK (ELECTRONIC PRESS KIT): <http://greennest.com/pdf/EPK.pdf>

Saving the planet is a tough job. It just got easier.

Advance Praise for *Just GREEN It!* by Lisa and Ron Beres:

"I truly appreciate you taking the time to share ideas inspired by Green Nest which address the important issues of making this world "greener" one step at a time..."

-Maria Shriver, *First Lady of California*

"*Just GREEN It!* is loaded with helpful tips and advice on making greener choices in purchases and products our family uses on a daily basis. As parents of two, we also appreciate how the information it provides benefits not just the planet, but the well-being of our children."

-Trista and Ryan Sutter, *ABC's Bachelorette*

"*Just GREEN It!* is an empowering resource for living a greener and healthier life. Ron and Lisa have crafted something easy to do here. Imagine an authentic guide on what to look for when making household purchasing decisions for virtually every aspect of your home and personal care choices."

-Sally Jessy Raphael, *Emmy Award Winning TV Talk Show Host*

The array of so-called "Green" products on the market is dizzying and often misleading. Consumers need one reference book that clearly lays out what is the better choice-between brands, benefits, and costs. *Just GREEN It!* (April 2010; \$17.95; Paperback) by Ron and Lisa Beres, certified green building professionals (CGBP), Building Biologists (BBEC) and owners of the popular Web site www.GreenNest.com, explains in an easy visual format exactly which products-from household appliances and cleaning tools to food, cosmetics, and clothing-are the best for the planet and also healthy for you, your kids, your home, and your budget.

Authors Ron and Lisa Beres debunk the "greenwashing" that is so prevalent in today's marketing 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.

In addition, *Just GREEN It!* reveals:

- How going green can save you green \$\$\$
- 10 steps to a healthy nursery and bedroom
- Ways to create a greener office environment
- Green vacation tips
- Surprising facts and green options that are right at your fingertips

Just GREEN It!
By Ron and Lisa Beres,
Founders of
GreenNest.com



While the Green Movement is concerned about the effects of our collective carbon footprint on the planet, the Beres' are equally concerned with how our footprint is endangering the health and well being of each *individual*.

Finally, with *Just GREEN It!* there's a guidebook for navigating the oversaturated Green marketplace. It's truly a must have 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 (BBEC) and owners of the popular Web site 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*, *Chelsea Lately*, *Living Well with Montel Williams*, and Lisa is a green correspondent for the *Sally Jessy Raphael Radio Show*. Their consulting business includes celebrities as well as Fortune 1000 companies. They live in the Los Angeles area. Please visit them at www.GreenNest.com.

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ISBN 9780762438778 • April 2010 • www.GreenNest.com

CHAPTER TITLES



INTRODUCTION

The three sides of the green triangle. • The three “Rs,” energy efficiency, and indoor air quality.

CHAPTER 1

Kermit’s view: It’s not easy being green! • Top 15 shopping myths revealed, greenwashing tactics and product labels defined.

CHAPTER 2

Going green can save you green. • Tips and ideas to reduce daily expenses.

CHAPTER 3

Your World: Easy ways to help Mother Nature and preserve Planet Earth.

CHAPTER 4

Your Home: Every breath you take, every bed you make, we’ll be greening you!

CHAPTER 5

Your Family: Big or small—ideas for all.

CHAPTER 6

Planes, Trains and Automobiles: Vacation memories through a greener lens.

CHAPTER 7

The 9 to 5 Greened: Steps to reduce costs at work, breathe cleaner air, and enjoy happier hours.

CHAPTER 8

Guiltless Holidays: Universal tips for greening your holiday home.

CHAPTER 9

Extreme Green.

BONUS: FOUR “TOP 10 LISTS!”

Steps to a Healthy Office, Steps to a Healthy Nursery, Steps to a Healthy Bedroom. • Green Careers for the Future.

FROM THE AUTHORS



To green or not to green? That was the question. However, in today's day and age, regardless of the unstable economy, making "green" choices and living a healthier lifestyle is becoming less of a luxury and more of a norm. Researchers have even predicted a shift in future trends that "nongreen" will not survive.

The average consumer must go far beyond reading a label. We now require an education that includes green definitions and product comparisons. In nearly every purchasing decision you may ask yourself if the short-term savings are really worth the long term price tag on our health and planet. Everything in our lifestyle—what we eat, touch, wear, and use to furnish, clean, and maintain 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. In 2002, Lisa Beres, a former interior designer, could ignore it no longer. She became very ill, feeling run down and tired all of the time suffering from chronic fatigue, sinus infections, hormone imbalances and lowered immunity after moving into a newly remodeled home. Following much research and a dozen doctor visits, she came to the conclusion that her house and products within the home were making her sick. Lisa and her husband went on to become BBEC/Building Biologists and after making the necessary adjustments in their home, Lisa's health gradually improved. But the duo didn't stop there—they went on to help others in their endless efforts to attain optimal health, and have been consultants in the green movement ever since. Certified Green Building Professionals, they have championed the cause of all-natural products that nourish the body while at the same time reducing our carbon footprint.

Through the highways of cyberspace, information has become ubiquitous. You might think it's easy to make educated choices, but who really has time in our faced-paced, twenty-first century, technology-thriving world to do all of the researching? Fear not, there is a green light at the end of this tunnel. We have deciphered fact from fiction to inform and educate you on how to live a healthier lifestyle.

While the Green Movement is concerned about the effects of our collective carbon footprint on the *planet*, we are equally concerned with how our footprint is endangering the health and well being of each *individual*. Finally, with ***Just Green It!*** there's a guidebook for navigating the oversaturated Green marketplace. It's truly a must have 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.

AUTHOR PROMOTIONS

Lisa & Ron Beres' National Media



"The Today Show" with Matt Lauer



"The Doctors"



"Chelsea Lately" E Entertainment



"Fox & Friends"



"Greenovate"



KTLA 5

AUTHOR PROMOTIONS

10-City National Media Tour



Denver Fox 31



Chicago NBC 5



Baltimore NBC 11



Tampa Daytime NBC



Dallas Fox 4



Detroit Fox 2

AUTHOR PROMOTIONS: 10-City National Media Tour



Houston Fox 26



Phoenix NBC 12



Minneapolis Fox 9



San Diego NBC 7

AUTHOR PROMOTIONS

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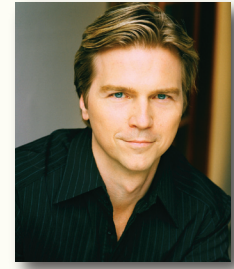
SPEAKERS BIOGRAPHY



Lisa and Ron Beres, owners of GreenNest.com, are Eco experts dedicated to creating green and healthy home and office spaces. They are both Certified Green Building Professionals and Building Biologists. In addition, they are the authors of *Learn to Create a Healthy Home!*, *The 9 to 5 Greened: 10 Steps to a Healthy Office* and *Your Home Through Green Colored Glasses* with Sally Jessy Raphael. Lisa is the author of a children's book *MY BODY MY HOUSE*. The Beres' have appeared on *The Today Show with Matt Lauer*, *Fox and Friends*, *Chelsea Lately on E!*, *Living Well with Montel Williams*, *The Doctors*, *Discovery's Greenovate* and *Martha Stewart Living Radio!*

10 Steps to a Healthy Office and *Your Home Through Green Colored Glasses* with Sally Jessy Raphael. Lisa is the author of a children's book *MY BODY MY HOUSE*. The Beres' have appeared on *The Today Show with Matt Lauer*, *Fox and Friends*, *Chelsea Lately on E!*, *Living Well with Montel Williams*, *The Doctors*, *Discovery's Greenovate* and *Martha Stewart Living Radio!*

Lisa is a regular green correspondent for the *Sally Jessy Raphael Radio Show*. Most recently educating southern Californians at **Maria Shriver's Women's Conference**, they joined A-Listers including: Warren Buffet, Arnold Schwarzenegger, Jennifer Lopez and Bono, and others.



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Maria Shriver, First Lady of California



PAST KEYNOTE AND FEATURED SPEAKING ENGAGEMENTS:

- Long Beach, CA (Maria Shriver's The Women's Conference)
- The Learning Annex
- Nashville, TN (Building Biology)
- New York City, NY (Bradley Communications)
- Santa Monica, CA (Alt Build Expo)
- Lake Havasu City, Arizona (Rotary Club)
- San Francisco, CA (West Coast Green)
- San Juan Capistrano, CA (Center for Spiritual Living)

PAST TOPICS:

- How to Live a Green Life
- Create a Healthy & Green Home on a Budget
- Green Home Makeover in Half a Day
- 10 Things in Your Home Making You Sick
- Hear Today, Green Tomorrow: Creating Healthy Environments for Children
- 9 to 5 Greened: 10 Steps to a Healthy Office
- Change Your Home: Change Your Life



CORPORATE INITIATIVES:

The Beres Team is available to speak at your corporate event or collaborate in your marketing or HR initiatives. They have consulted with companies in their green events including OC Metro's Hot 25 sponsored by Lexus of Newport Beach, CA.*

*The Beres are available for presentations, live or via teleconference, upon request.

CONTACT US

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