

# Sustainable influencers: genuine or hypocritical?

By Devon Anderson

Social media is full of people going on about the need for 'sustainability'. I wanted to find out more about what being sustainable means, so I followed a few influencers on social media. One of these was called Sustainable Kendrick. She says she follows a sustainable lifestyle and wants to inspire others to do the same. Most of her posts are informative, though slightly preachy.



In fairness, some of her tips are pretty useful. In fact, I liked her suggestion about reusable coffee cups so much that I went out and bought one. However, at a recent eco-event, I met Kendrick's cousin; he had an entirely different view of the situation. Apparently, her local council paid over £1000 for her to promote an eco-week. Her cousin also told me that most of her posts are paid for by 'eco-friendly' companies trying to push their products onto her unsuspecting audience. This made me wonder about the sustainability of the packaging and delivery of all these eco-products she receives (for free). Multiple van deliveries and trips to the recycling centre to dispose of the packaging don't sound so 'green' to me.

For me it was the icing on the cake when the local television news channel filmed Kendrick doing some 'green' cleaning at her family home. She pontificated about how easy it is to make your own cleaning products and then spritzed away at the kitchen surfaces with a cheesy grin. Her cousin told me what the television crew didn't get to see; squirreled away in a kitchen drawer, was an airline ticket for a weekend trip to the USA, I repeat, a weekend trip to the USA. It's outrageous! I wonder how Sustainable Kendrick is going to reduce that gigantic carbon footprint!

I have to admit, this information has left me more than a little jaded about so-called eco-friendly social media posts. I've now stopped following these green crusaders, as I'm not sure I can trust what they say. Instead, I've done my own research and am thinking of taking up a few green subscriptions. I want to be sure I'm supporting the right company as well as getting value for money. Who knew that sustainability could be such a minefield?

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### Make your own cleaning products

Research has found that more than 50% of off-the-shelf, household cleaning products contain ingredients harmful to health. Did you know that it's very easy to make your own home cleaning products? It's estimated that 20% of the British population already make their own household cleaning products.

Avoid harmful chemicals by following these safe and simple recipes that will keep your home sparkling clean and smelling as fresh as a daisy. At the same time, you'll be using up some of those ingredients from your kitchen cupboard!



### Furniture and wooden floor polish

#### Ingredients

- 1 cup olive oil
- ¼ cup white vinegar
- 2 drops rosemary oil (optional)

Combine the ingredients in a spray bottle and shake. Spray onto a soft cloth and wipe onto wooden surfaces in the direction of the grain. For detailed areas, work it in with a soft-bristled brush. Buff with a soft, dry cloth until the surface is shiny. For wooden floors, add to water, and mop.

Now you're ready to enjoy beautifully cleaned and great-smelling wooden furniture and floors!



### Glass cleaner

#### Ingredients

- 2 cups water
- ¾ cup white vinegar
- 2 drops orange oil (optional)

Combine the ingredients in a spray bottle and shake. Spray onto a microfibre cloth and wipe over glass surfaces, then buff with the dry side of the cloth.

Don't clean windows if the sun is on them, or if they are warm, as streaks will show on drying.

### All-purpose spray

This is a natural alternative to expensive, shop-bought spray. It has the crisp scent and properties of eucalyptus to keep your surfaces shiny and fresh.

To use, spray directly onto the surface, then wipe off with a clean, damp cloth.

#### Ingredients

- 1 teaspoon baking soda
- ½ teaspoon washing-up liquid
- 2 tablespoons vinegar
- 2 drops eucalyptus oil (optional)

Combine the ingredients in a spray bottle and shake, then allow to settle and top with 2 cups of water. Spray directly onto surfaces, then wipe off with a clean cloth. For tough stains, leave for 1 minute before wiping.



### Be safe

Follow these recipes to help reduce the use of toxic substances in your home. Before using, test in small, hidden areas, where possible. Always use caution with any new product in your home. Make sure to keep all homemade cleaning products properly labelled and out of the reach of children.

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# Ocean Kleen

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91% of plastic is never recycled and our oceans are close to having more plastic than fish! With our reusable, refillable cleaning system, you can make better choices.


**YOU CAN HAVE IT ALL!**

 Refillable bottles	 Planet friendly	 Ocean kind	 Non-toxic	 Carbon neutral	 Guaranteed satisfaction
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We've made being ocean and planet friendly as easy as pie with our beautiful, reusable aluminium bottles. Aluminium is a far more durable, recyclable and sustainable option than plastic or glass. It's so simple! Just choose your refills and we'll deliver them to your door.

**How it works – just add water**  
Our formulas are super-concentrated!

1. Open the aluminium bottle.
2. Empty the entire refill pouch contents into the bottle.
3. Fill the bottle with water from the tap.
4. Recycle the pouch.




**Up your cleaning game!**  
This is a game changer.

- We offer super-stylish, eco-friendly aluminium bottles.
- There is no more plastic waste with our recyclable refill pouches.
- Enjoy the wonderful scents of nature with all-natural ingredients.
- Relax, knowing our products harness the power of nature without the need for harsh chemicals.

We've got everything you need to clean AND reduce your environmental footprint. The starter kit includes three refillable aluminium spray bottles and concentrates for our All-Purpose Surface Spray, Glass and Window Spray, and Bathroom and Shower Spray. All three products are naturally scented with organic lemon essential oil. Order your starter kit today. Alternatively, subscribe and save<sup>1</sup>.

**The Ocean Kleen Difference**  
We promise that our products are as safe for your home as they are for our planet. Formulated without parabens, sulfates or synthetic fragrances, our products are 100% non-toxic, biodegradable and cruelty-free! Not happy? Get your money back<sup>2</sup>.

**Customer review**



*“I just love everything about these products. They do a mind-blowing job of cleaning around my home. But the best thing is knowing that they're good for the planet. Non-toxic, effective products are delivered right to my humble abode in sustainable packaging! What's not to love? If you're looking for an easy approach to being more green, use Ocean Kleen!”*

**Jenny Dalton, Dinton**

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<sup>1</sup> Subscribe and Save: Get refills of what you need, when you need it. There is no commitment, so you can skip upcoming deliveries as needed or cancel at any time.

<sup>2</sup> Money-back guarantee: If, within 30 days of receipt of your products, you are not totally satisfied, you may return the products and receive a full refund. You must pay the cost of the return postage.