

Eupterra Monthly Newsletter: April 2022

Happy Spring, [FIRST NAME GOES HERE]!

I love this time of year and all the possibilities it brings. With new life all around us, warmer weather, and Earth Day on the horizon, it always reminds me of the importance of caring for Mother Earth.

In light of Earth Day, I thought this would be a perfect time to discuss some of the common questions I hear around being eco-friendly — and what we can all do to reduce our impact on the planet.



Q: It seems like a monumental task to try to take care of the planet. How can I make a difference?

A: Even the small things you do like remembering your reusable grocery bags and walking or biking instead of driving have a positive impact. You don't need to be perfect! It is the times that you remember, stay present in the moment, and make conscious decisions that truly make a positive impact on our ecosystem.

Q: Are there any volunteer groups I can join?

Absolutely! I recommend working with an NGO that aims to protect wildlife ecosystems, such as Tentree, Conservation International, the Nature Conservancy, or the World Wildlife Fund (WWF). You can also look for companies that plant trees and offer to assist.

Q: How can I reduce global emissions?

A: Walking and biking are a great start — and they're also great exercise! Yes, driving is more convenient and sometimes necessary if you're buying groceries or dropping off kids at school. However, you can look for opportunities to leave your car at home and lace up your sneakers. If possible, make the switch to an electric vehicle.

Q: What does it mean to reduce, reuse, and recycle?

A: The idea is to generate less waste that ends up sitting in landfills. Some easy ways to reduce, reuse, and recycle include:

- Choose products with recyclable plastics, and hand them over to your municipality for recycling
- Check with your municipality for a list of recyclable items
- Reuse items if they cannot be recycled or if you can find another use for them; for example, use glass jars for storage and paper for absorbing moisture while gardening
- Bring reusable bags to the supermarket and anywhere else where you may need a bag

Q: Why is it important to buy local?

A: Buying local produce and meats helps local farmers sustain their lands, which might otherwise be converted for residential or industrial purposes. Local farming also helps maintain the local ecosystem and greenery, as well as cuts down on emissions generated by transporting products from out of your area.

Q: What are some other ways to protect Mother Earth?

A: Practice conscious consumerism — the act of choosing products that aid in the improvement of the earth, such as locally sourced produce, clothes made from natural substances, ethically produced cosmetics, and fair-trade goods. You can also swap out chemical-laden home cleaners for safer, eco-friendly alternatives, like [Melaleuca](#)'s Eco-Sense line of home products.

In addition, choose minimalism whenever possible. Before you buy something, consider whether you really need it.

Q: How else can I reduce consumption?

A: Cut down on energy usage (and save money) by using compact fluorescent lamps (CFLs) instead of regular lights, turn off your electronic devices when not in use, use eco-friendly air conditioners, and change your heating and cooling systems to individual rooms.

Q: Why should I eat less meat?

A: The meat industry is the largest producer of greenhouse gas emissions. Animal farming also uses a lot of water and pasture. You do not necessarily have to go completely vegan, but you can start by having only vegetarian or vegan food for just one day of the week and buying from local butchers.

As you can see, there are many ways in which you can celebrate Earth Day *every* day. Small changes add up over time, and collectively, every small act makes a difference. Check out my [blog post](#) for a full roundup of how you can be “environmentalish,” one step at a time.

Stay green,

Charlene

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