

## Spotlight on an eco-mom: Karen Clark

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Karen Clark founded [Green Beaver](#) with her husband Alain. They were inspired by the birth of their son Joshua when like most babies, he drank the bubbles in his bath water. They were shocked to discover how many chemicals were used in everyday household products. They endeavoured to make their own personal care products and Green Beaver was born.



EC: When did you first become an ethical consumer and why did it become important at that time?

*Karen: Approximately 10 years ago when we decided to start a family we became more conscious. I had previously worked in the pesticide industry as a biochemist. I guess I knew too much about chemicals. When we had our son, I was appalled at the chemical ingredients used in baby shampoos, lotions, creams and so forth.*

EC: What are the three most important things you do - that others could do as well - to live your values as an eco-mom?

*Karen: Live in a chemical-free house (free of conventional personal care products, cosmetics,*

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*household cleaners, laundry detergent, etc.) as much as you can. Also, grow an organic vegetable garden (or a container garden) and try to keep some for the winter (We can as much as we "can"). Also, recycle or even better, consume less.*

EC: What are your eco-weaknesses? Is there something you buy or do that maybe you shouldn't?

*Karen: Once in a while, I have a cola!*

EC: In a world full of consumerism and mass advertising, how do you pass on your values to your children?

*Karen: The best way to pass on values is to show by example. Children are always watching and imitate what we do. It's as easy as good eating habits (school lunches etc) and using all natural at home. My son came home the other day and told me he thinks he's allergic to all chemicals.....that's good!!!*

EC: Finally, what would you like for Mother's Day?

Karen: Flowers, organic of course !

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