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Go Green Radio

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Friday at 9 AM Pacific

December 02nd 2011: How the Green Good Housekeeping Seal Helps You Find Eco-Friendly Products You Can Trust

Consumers have looked to Good Housekeeping for trusted advice for more than 125 years. The magazine has crusaded for food and toy safety, warned readers about flammability risks in Halloween costumes, children's sleepwear, and kids' rain coats, and called out manufacturer deceptions on a variety of product claims. In 2009, the magazine introduced the Green Good Housekeeping Seal (GGHS), an environmental extension of the brand's primary Seal, the most recognized consumer icon in America, to offer consumers guidance in a marketplace saturated with green claims. For more than three years, the

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Featured Guest

Guest Image

Lauren A. Thaman

Lauren A. Thaman is the Associate Director, Science and Professional Communications for P&G Baby Care most known for Pampers diapers and wipes. Thaman works with pediatricians, dermatologists, clinicians, and P&G scientists in four technical research centers to study and report on scientific developments and emerging technology trends in sustainability, skin and baby development that have product applications in 180 countries worldwide. As a scientist, Thaman worked in Research & Development at P&G for 18 years, specializing in skin, hair, and scalp technology. She holds seven patents and her work in product development, experimental design and new test method development has been published

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