



**BEACH BAGS:** The Classic String Bag by Ecobags features an Organic Fiesta in colors great for the beach. Each bag, priced at an affordable \$10, is 100-percent organic cotton and found exclusively at [www.ecobags.com](http://www.ecobags.com).

**SUNDRESSES:** Deborah Brosenne of Taxi CDC creates these one-of-a-kind sundresses by revamping 1980s vintage pieces. Each dress is \$68 and can be purchased at [www.btcelements.com](http://www.btcelements.com).



**WOMEN'S BATHING SUIT:** The Barstow Bikini from Loyale is 100-percent organic cotton pointelle and has bamboo lining. The string bikini is \$60 and available at [www.btcelements.com](http://www.btcelements.com).

**MEN'S BATHING SUIT:** Patagonia's Minimalist II Board Shorts are lightweight material made from soda bottles. Priced at \$55, the shorts are available at outdoor wear stores or at [www.patagonia.com](http://www.patagonia.com).



**TANKS AND POLOS:** American Apparel has added a Sustainable Edition to its clothing line offering tanks and tees to men, women, and children. The shirts, made out of 100 percent fine jersey organic cotton, range from \$15 to \$32 and can be purchased at any American Apparel or [www.americanapparel.net](http://www.americanapparel.net).

# be HIP. NOT HIPPIE

Environmentally safe fashion seems to be the trend, especially for brands like Loomstate and Deborah Lindquist. Sure, sustainable wear has come a long way since birch sacks and drab neutrals, but adding a little green to your wardrobe does not have to mean a couture price tag. Here are a few ways to beat the heat (while saving the environment and your bank account) in these eco-friendly summer styles.

« COURTNEY ALLEN »

**FLIP FLOPS:** Men's and women's Toe Foo and Toepeeka flip flops from Simple are made out of bamboo, cork, jute, and recycled car tires. Prices range from \$50 to \$60 and are available at [www.simpleshoes.com](http://www.simpleshoes.com) or at Casablanca Boutique in Rochester (585-461-3285).



WANDA LAU

WANDA LAU

## organic clothing care tips

- 1 Wet cleaning** is the newest and most affordable way to care for your clothing. Wet cleaning is a healthy substitute for dry cleaning (which uses harmful chemicals like perchlorethylene). Wet cleaning uses water-based, non-toxic, energy-efficient technology and biodegradable detergents. Check [www.nodryclean.com](http://www.nodryclean.com) to find a service near you.
- 2 OxiClean Free Versatile Stain Remover** has the same power as the original version. It's just more eco-friendly, being free of dyes, fragrances, harsh detergents, and bleach.
- 3 Ecover Laundry Wash**, an eco-friendly washing detergent approved by the Vegan Society, is completely biodegradable and contains natural fragrances.

# TRUTHS inconvenient

*Who's bad?* Michael Jackson uttered those famous words in 1987 and spent the next 20 years answering his own question. Outside the court of public opinion, many of us have misconceptions about who's bad in the world of environmental issues. Our crack staff of talented reporters set out to discern the oft-misunderstood aspects of environmentally (un)friendly behavior in everyday life.

**myth:** Speeding down the highway is better for fuel efficiency because it decreases the time it takes to arrive at your destination.

**FACT:** Due to air resistance, which increases at the rate of velocity squared, traveling 5 miles an hour over the speed limit decreases your fuel economy by an average of 6 percent.

**myth:** Turning off and restarting a car requires more energy than idling.

**FACT:** Idling for more than 10 seconds uses more gas than restarting the engine. Also, and this is crucial for this region, idling is not an effective way to warm up an automobile. A vehicle should idle for no more than 30 seconds before taking to the road, even in the coldest of temperatures.

**myth:** Motorcycles are better for the environment than cars.

**FACT:** Motorcycles tend to get substantially better gas mileage than automobiles, but according to a study recently published in the *Journal of Environmental Sciences and Technology*, motorcycles emit "16 times more hydrocarbons, three times more carbon monoxide and a 'disproportionately high' amount of other air pollutants compared to a car."

**myth:** Living in the country = Being green.

**FACT:** City living is far more efficient in terms of energy and water use. New York City is the "greenest" city in the United States, and cities in general require less land, fewer automobiles, and use little or no pesticides and fertilizers. Further, gallon for gallon, lawn mower engines contribute 93 times more smog-forming emissions than 2006-model cars, and concrete tends to grow slower than grass.

continued on p. 24

IMAGINE  
YOUR KIDS  
SKIPPING  
ROCKS.  
MINUS  
THE SKIP.



It's true that the average person unknowingly wastes up to 30 gallons of water every day. Pay attention to water usage, because the water you save today will ensure good rock skipping spots in the future. Like to learn more?

Visit [www.epa.gov/watersense](http://www.epa.gov/watersense).



from p. 23

**myth:** Green household cleaning products carry the label "all-natural" or "organic."

**FACT:** Government regulation is not very strict. A product may be less "natural" than it claims. Avoid products with the words "danger" or "caution" as these products are rarely environmentally friendly.

*They say the sky's the limit  
And to me that's really true  
And my friends you have  
Seen nothin'  
Just wait 'til I get through.*

Let's hope Mr. Jackson's histrionics are through, and that your environmentally unfriendly behavior is, too, after reading this article. « GARRETT GLEESON »



### summer savings

**STOP.** Put on your shoes. You are about to change your life, fatten your wallet, and save the world.

And it's only going to take an hour.

**STEP 1:** Go to the closest store that sells eco-friendly light bulbs. Walking, biking, or taking the bus helps preserve the environment, though driving is acceptable, especially if carpooling or driving a hybrid car. Purchase 12 compact fluorescent bulbs. It'll cost about \$20, but there must be an investment before there can be a return.

**STEP 2:** Head back home.

**STEP 3:** Replace your incandescent light bulbs with the new, spiral-shaped bulbs. Each year, they save about \$180 on your electric bill and reduce your carbon dioxide emissions by 1,200 pounds.

**STEP 4:** Save another \$100 and keep an additional 900 pounds of carbon dioxide emissions from the atmosphere by turning the air conditioning thermostat up three degrees — or more if you're a real greenie. With every temperature degree increase, you'll save about 3 percent on cooling costs.

If you're really ambitious, turn the air conditioning off, and turn the fan on. (Note: This will increase the time it takes to change your life from one hour to two hours, if fan installation is required.)

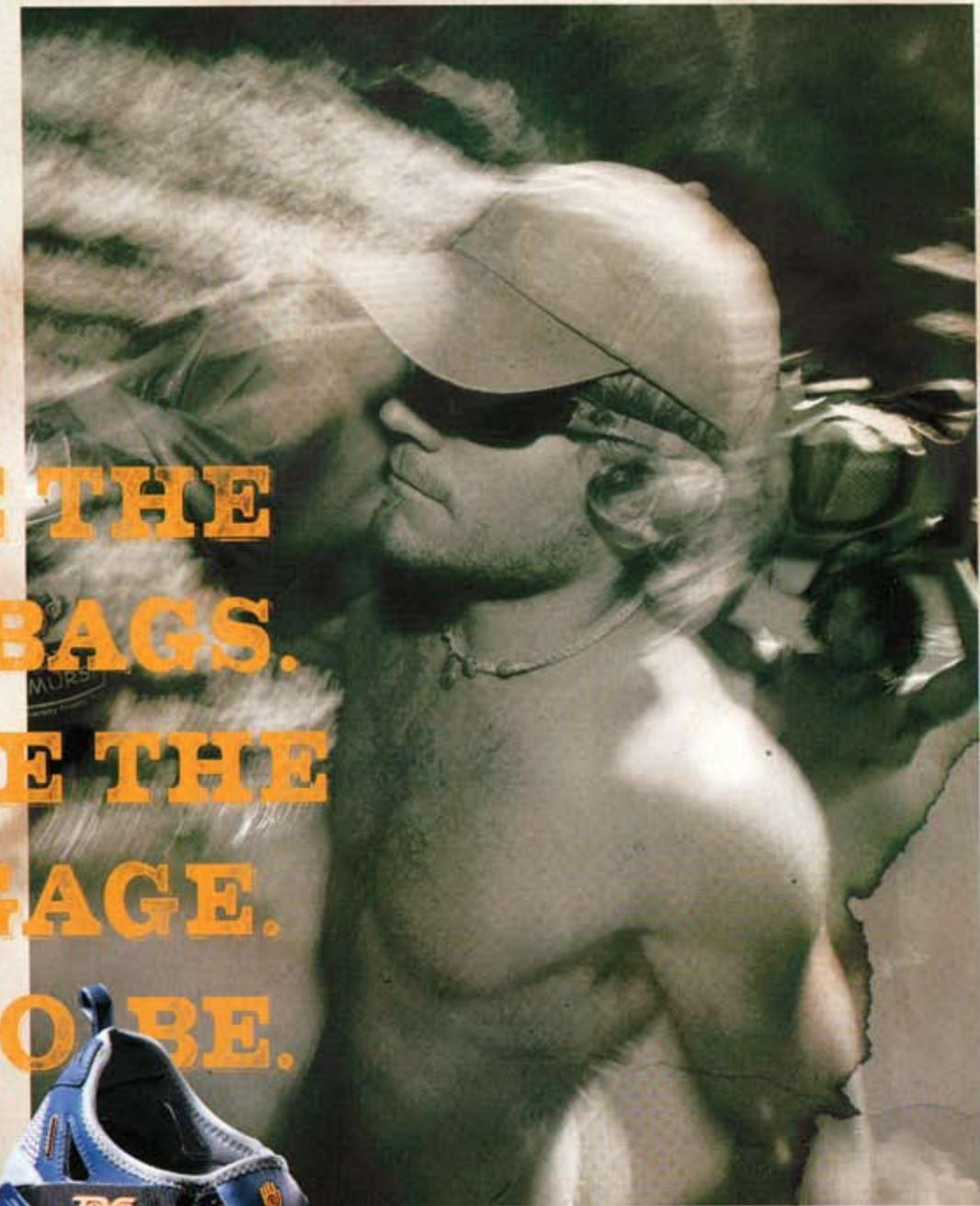
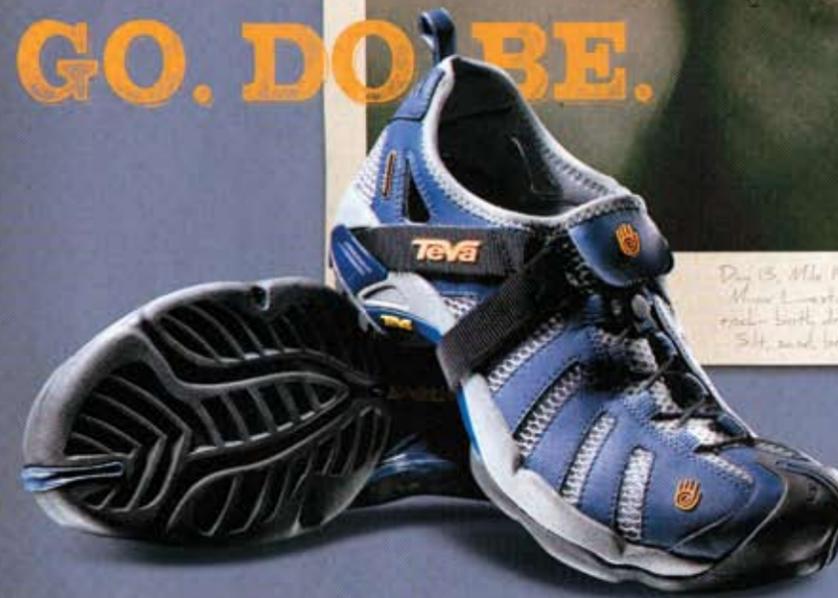
**STEP 5:** Turn off all the appliances you are not using, set computers to sleep mode, and go enjoy the great outdoors.

But don't forget to turn the lights off first.

« MIYOKO OHTAKE »

ISTOCKPHOTO

TAKE THE  
DRY BAGS.  
LEAVE THE  
BAGGAGE.  
GO. DO BE.



Day 13, Mile 110, Zuch leads the way through the water area of Matlaintanba. Most limestone slabs, freshwater stream and pools (vary in depth); slick, smooth rock—both dry AND wet; vertical slabs and ledges. Silt, sand, branches and other flotsam debris; loose and exposed rock.



Available at



**THE SUNKOSI: QUICK DRYING, QUICK DRAINING, QUICKER ADAPTING**  
Drain Frame™ 360° flow-thru; WraCTOR Fit™ reduces slip and secures the foot; gripping Spider Rubber™ traction.  
DO more at [TEVA.COM](http://TEVA.COM)

The original sport sandal. The future of outdoor footwear. ©TEVA 2007