

## REFRESH YOUR NEST

CHANGE YOUR HOME FROM TOXIC CLEAN TO PURE GREEN

By kim rose

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In an era where environmental consciousness dominates the headlines, it is comforting to know that some companies have been playing an active roll in environmental issues — before An Inconvenient Truth ever hit theaters.

Green Nest, based in Irvine, seeks to transform the typically unhealthy, pollutant-ridden home into a safe haven, one that allows our bodies to rid themselves of the harmful toxins we confront and deal with on a daily basis. The owners and CEOs, Ron and Lisa Beres, pride themselves on their desire “to create healthy homes for people to thrive in” and deliver premium eco-friendly, home-based products on their Web site that match their ambitious efforts towards improving personal and environmental health.



It all started about three years ago when Lisa, a former interior designer, noticed a drastic decline in her physical well-being. “I was suffering from a variety of symptoms, which included chronic fatigue, flu-like symptoms, [problems with] sinuses and hormone imbalances,” Lisa says. “It was so bad that I couldn’t even get out of bed in the morning and I seemed to get ill at the drop of a hat.”

Eventually, Lisa realized that what was truly making her sick was her home which, she says, included the “chemicals from new paint, cabinetry, carpet, bedding, water, poor air quality and personal care products.” This experience motivated Lisa and her husband to create a one-stop shopping location for those living under similar toxic conditions and GreenNest.com was born.

Ron and Lisa believe that the No. 1 source for most contaminants in the home is the air we breathe and therefore offer several air purification devices on their site to solve this problem. “The medical grade HEPA filter removes [more than] 99.7 percent of particulates in the air including biological contaminates ... and the carbon-zeolite blend removes [more than] 3,000 different chemicals, gases and odors — including formaldehyde,” Lisa says.

“We always tell customers the first thing they should address is their indoor air quality. Today, homes are tightly sealed, which is great for energy efficiency, but not for air quality,” she says. “The EPA has deemed indoor air quality one of the Top 5 environmental risks the U.S. faces today.” Another important Green Nest product is its shower filter that eliminates chlorine, iron oxide, hydrogen sulfide, dirt, sediment and odors. Additionally, Green Nest also offers organic bedding, cleaning products and candles that won’t eliminate toxins from the home, but most importantly won’t add any either.

Though still in its early years, Green Nest has seen tremendous success and received much positive feedback regarding products and advice the company offers. Having been featured on The Today Show and Fox & Friends, in addition to doing numerous radio interviews, Ron and Lisa’s once small-scale project for enhanced ecological and personal wellbeing has since become a far-reaching, widely admired enterprise.

When asked about plans for the future, Lisa says, “We would like to continue speaking and creating tools to educate customers. In 10 years, we hope Green Nest is a household name and that buying healthy products for your home will no longer be an option, [but] rather the norm.”

**Purify your home at [www.greennest.com](http://www.greennest.com)**