

## **Saving the Planet Is a Tough Job. It Just Got Easier.**

PR Newswire

IRVINE, Calif., March 30 /PRNewswire/ -- The array of so-called "Green" products on the market is dizzying and often misleading. Consumers need one reference book that clearly lays out what is the better choice - between brands, benefits, and costs. **Just GREEN It!** (April 2010; \$17.95; Paperback) by Ron and Lisa Beres, Certified Green Building Professionals, Building Biologists and owners of the popular web site <http://www.GreenNest.com>, explains in an easy visual format exactly which products - from household appliances and cleaning tools to food, cosmetics, and clothing - are the best for the planet and also healthy for you, your kids, your home, and your budget.

Authors Ron and Lisa Beres debunk the "greenwashing" that is so prevalent today and teach readers how to know the difference between such confusing and often deceiving terms as "natural," "organic," "chemical-free," and "non-toxic," among others.

While the Green Movement is concerned about the effects of our carbon footprint on the planet, the Beres are equally concerned with how our footprint is endangering the health and well-being of each individual. They empower consumers to live a healthier lifestyle, exercise their purchasing power and decipher fact from fiction.

### **About the Authors:**

Ron and Lisa have appeared on *The Today Show* with Matt Lauer, *The Doctors*, *Fox and Friends*, *Discovery/Planet Green's Greenovate*, *Chelsea Lately*, and *Living Well with Montel Williams*.

### Contact:

Lisa or Ron Beres  
Green Nest LLC  
Tel: 949-387-3804  
Fax: 949-387-3806  
[media@greennest.com](mailto:media@greennest.com)  
<http://www.JustGreenIt.net>

This release was issued through eReleases(TM). For more information, visit <http://www.ereleases.com>.

SOURCE Green Nest LLC

---