

**TEXTE**

**Why we have all fallen victim to greenwashing**

by Callie Giaccone November 26, 2019, [www.concordian.com](http://www.concordian.com)

5 **Have you ever noticed that your favourite shampoo is now mysteriously in a green bottle, with shaded trees and reminding you that plastic can be recycled?**

Or maybe you feel like the paper towel you usually buy to wipe your dirty counter is helping you change the world because it has a leaf on it?

10 If yes, you might be a victim of a marketing tool called greenwashing. It describes companies which grossly overstate the environmental or ethical benefits of their products and services.

15 We have been manipulated by falsely sustainable products for almost 40 years and the trend is only growing. This marketing tool could not be more valuable in our modern economy, as everyday we collectively panic about the climate crisis.

20 Many of us are doing what we think is right by buying what we think are sustainable products. One of the main issues with greenwashing is that defining sustainability is not as straightforward as it is marketed to be.

25 My consumer conscience relaxes when I clean my toilet bowl with a green bottle. I fall for buzzwords like “all natural,” “eco-friendly,” and “sustainable” all the time. A lot of people do — that’s why companies continue to do it. This being said, we have more control than we think. There are good companies out there — but greenwashing is loud and invasive, and often drown them out.

30 Try your best to buy local products and try to avoid chains when possible. I know that sometimes this can be more expensive, but often choosing the more environmental choice just takes a bit more time and research. When you are buying products keep in mind where they are coming from, how much packaging they use and what ingredients they consist of, although this is just the tip of the melting iceberg.

35 Like Our Changing Planet states, “One of the greenest things you can do is to buy fewer things. No matter how great the product is, it’s probably still kind of deceptive to market it as green.”