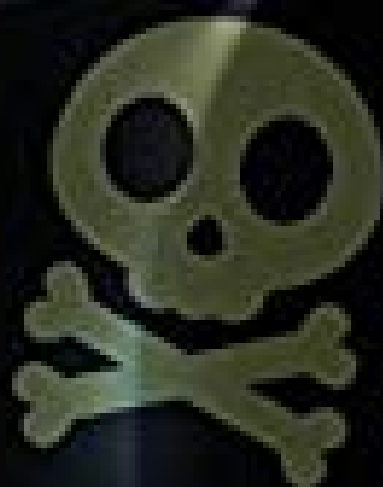


BETTER SAFE THAN SORRY



HOW CONSUMERS
NAVIGATE EXPOSURE
TO EVERYDAY TOXICS

NORAH MACKENDRICK

Mackendrick

Better Safe Than Sorry



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How toxic will be the items we consume on a daily basis? precautionary consumption. s triclosan in toothpaste, formaldehyde in baby hair shampoo, endocrine disruptors in water bottles, or pesticides on strawberries, chemicals in meals and personal care products are of increasing concern to customers. and to mothers specifically. Whether it’ ” S. Via an innovative evaluation of environmental regulation, the advocacy function of environmental health groups, the growth of the health-meals chain Whole Foods Market, and interviews with consumers, Norah MacKendrick ponders why the issue of toxics in the U. retail landscape has been still left to specific shoppers— This reserve chronicles how regular people try to avoid contact with toxics in grocery store aisles using the practice of “ She reveals how precautionary consumption, or “ Better Safe Than Sorry powerfully argues that precautionary usage places a heavy and unfair burden of labor on women and does small to advance environmental justice or mitigate risk. is an expensive and time-intensive practice, one that is linked to cultural ideas of femininity and great motherhood but can be most available to upper- and middle-class households. green shopping,”



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