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JANUARY 27, 2009

## "Green" Dry Cleaning?

I've already blogged extensively about clothing made from exciting, earth-friendly fabrics like organic cotton, hemp, lyocell and, of course, bamboo. Even better, many of these materials can be oh-so-conveniently machine washed and tumble dried. But no Spirited Woman can avoid a few pieces in her closet with the dreaded care label that says: Dry Clean Only.

What to do? The traditional dry cleaning process, still used by 85% of U.S. dry cleaners, is laden with harmful chemicals, predominantly perchloroethylene (perc), used as a solvent. **Fortunately, a variety of nontoxic options have been adopted by a growing number of dry cleaners around the country.**

Read a comparison of hand washing, professional wet cleaning and liquid carbon dioxide cleaning in this [Coop America article](#), while learning which alternatives to avoid. You can also search for local green dry cleaners [here](#).

What's more, the dry cleaning industry is responsible for the gratuitous distribution of single-use polyethylene plastic bags - to the tune of 300 million pounds per year - that end up in landfills or suffocating marine wildlife. Two Los Angeles-based companies offer a similar solution for that problem: reusable, multipurpose garment bags that store your clothes at home and convert to a hanging bag at the cleaners to replace the plastic...brilliant!



Teri Breier & Nancy Wyler

The original developer of this concept is Spirited Woman [Jane Wyler](#), owner of Reuseniks. After inventing the "Clothesnik" bag in 1989, she took a 19-year hiatus to raise her family. Since resurrecting the company last year, the 100% cotton bag has caught on with corporations, eco-dry cleaners and celebrities like Rob Reiner, Ed Begley, Jr. and Jamie Lee Curtis. It's been featured in Yahoo!, Redbook magazine, *The Los Angeles Times*, the *New York Post* and was even customized for *Entertainment Tonight's* 2008 Emmy Awards party ([watch a video clip](#)).

[clip](#)).

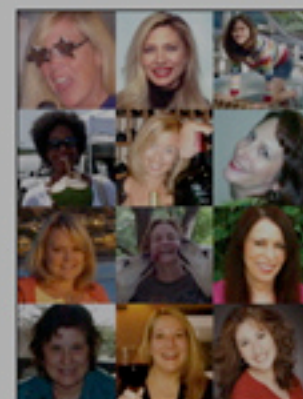
Clothesniks are biodegradable, renewable, long-lasting and sweatshop-free USA made. Ms. Wyler is generously offering Spirited Woman readers a 20% discount [<http://reuseniks.com/bynw.html>] off the Clothesnik bag using coupon code: NIKS2.



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YOU ARE A SPIRITED  
WOMAN?

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~ Teri Breier [www.quintessencecreative.com](http://www.quintessencecreative.com)