



Healthy from Day 1

OPTIMUM ENVIRONMENT QUIZ — HOW MUCH DO YOU KNOW?

1. *On average, how many hours does a newborn baby spend sleeping per day?*

- A. 6-8 hours
- B. 9-12 hours
- C. 13-15 hours
- D. 16+ hours



2. *True or False? Indoor air is healthier for your baby to breathe than outdoor air.*

- A. True
- B. False



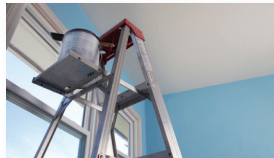
3. *How far in advance of bringing your baby home should you paint the nursery?*

- A. 1st trimester
- B. 2nd trimester
- C. 3rd trimester



4. *True or False? The pregnant mother should participate in painting nursery because she likes the new paint smell.*

- A. True
- B. False



5. *Which of the following are not commonly found in crib mattresses?*

- A. Vinyl
- B. Formaldehyde
- C. Boric acid (roach killer)
- D. Cotton
- E. Wool



6. *Which of the following is the healthiest type of crib mattress for your baby to sleep on?*

- A. Innerspring cotton mattress
- B. Organic innerspring cotton mattress
- C. Polyurethane (memory) foam mattress
- D. Natural latex foam mattress



7. *What are the benefits of choosing organic bedding instead of non-organic bedding?*

- A. Organic cottons and wools are not exposed to harmful pesticides during the growing or manufacturing process
- B. Organic fabrics are more durable and tend to last five times longer than non-organic fabrics.
- C. Organic fabrics are free of petroleum-based chemicals and formaldehyde.
- D. All of the above



8. *True or False? Your baby's bedding should be washed with fragrance free laundry detergent.*

- A. True
- B. False



9. *The healthiest crib is constructed of which of the following materials?*

- A. Finished hardwoods
- B. Metal
- C. Unfinished hardwood
- D. Particle and fiber board
- E. Plastics and vinyls



10. *What is the healthiest way to protect your baby from wetness in the crib and sleeping areas?*

- A. Vinyl or other plastic protective barriers
- B. Organic wool puddle pads
- C. Organic cotton puddle pads
- D. Nothing



Answers on following page.



OPTIMUM ENVIRONMENT QUIZ ANSWERS

1. *On average, how many hours does a newborn baby spend sleeping per day?*

- A. 6-8 hours
- B. 9-12 hours
- C. 13-15 hours
- D. 16+ hours**



Your newborn baby will sleep an average between 16 and 20 hours per day. This number only tapers off slightly as your baby gets older.

Your newborn will be averaging 44 breaths a minute while sleeping compared to adults that average less than 20 breaths per minute. All those extra breaths make it important to ensure that your baby's lungs aren't being filled with toxins from the nursery or cribs. Rather, sleep is the time that your baby deals best with removing toxins from his body.

2. *True or False? Indoor air is healthier for your baby to breathe than outdoor air.*

- A. True
- B. False**



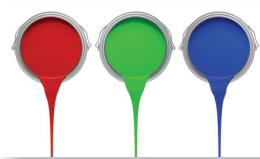
Outdoor air quality tends to be much healthier in general than Indoor Air Quality. Contaminants in outdoor air are usually diluted much more quickly than those in indoor based purely on sheer volume and ventilation. Children and new mothers are especially susceptible to poor indoor air quality as they spend, on average, over 90% of there time in an indoor environment.

Children living in poor air quality environments can suffer the following consequences:

- Increased death rates in very severely polluted environments
- Increased mortality risks for those living in highly polluted areas
- Increased risk of acute respiratory illness
- Aggravation of asthma
- Increased respiratory symptoms
- Increased sickness rates
- Decreases in lung function.

3. *How far in advance of bringing your baby home should you paint the nursery?*

- A. 1st trimester**
- B. 2nd trimester
- C. 3rd trimester



Many paints contain Volatile Organic Compounds and solvents such as acrylic copolymer, anti-microbial agents, preservatives, and ethylene glycol which off-gas into the air.

Paint any room in your house as far in advance as possible before bringing your baby home to allow the VOC's to clear the air before baby arrives. These VOC's can have various effects including eye, nose, and throat irritation, headaches, loss of coordination, nausea, and long term damage to liver, kidney, and central nervous system.

4. True or False? The pregnant mother should participate in painting nursery because she likes the new paint smell.

- A. True
- B. False



It's very important to remember that Mom is also "breathing for two." Anything in the air that Mom breathes can have an impact on the development of the fetus.

It is critical that Mom is not exposed to any Volatile Organic Compounds that are especially present in new paint and carpet. Make sure that any rooms being painted or carpeted are very well ventilated with fresh and well filtered air.

5. Which of the following are NOT commonly found in crib mattresses?

- A. Vinyl
- B. Formaldehyde
- C. Boric acid (roach killer)
- D. Cotton
- E. Wool



Most crib mattresses available today contain synthetic fibers, synthetic padding, and are treated with toxic fire retardant chemicals — some of which have been found to possibly be carcinogens.

Preference should be given to crib mattresses made with 100% certified organic cottons and wools. This is only way to ensure that your baby is not breathing in Volatile Organic Compounds during the 16 hours he or she will be sleeping every night.

6. Which of the following is the healthiest type of crib mattress for your baby to sleep on?

- A. Innerspring cotton mattress
- B. Organic innerspring cotton mattress
- C. Polyurethane (memory) foam mattress
- D. Natural latex foam mattress



Preference should be given to natural latex foam crib mattresses. Polyurethane is a very flammable material and an assortment of chemicals must be added in order for it to meet the new fire retardant codes.

Another benefit to using a natural latex mattress with a natural rubber core is eliminating the need for metal innersprings. Metal springs act as an antenna for invisible magnetic and electric waves in your home. This "antenna" effect funnels the flow of these waves through the spring which, by default, travels through your sleeping body as well which can disrupt this important recovery activity for your baby.

7. What are the benefits of choosing organic bedding instead of non-organic bedding?

- A. Organic cottons and wools are not exposed to harmful pesticides during the growing or manufacturing process
- B. Organic fabrics are more durable and tend to last five times longer than non-organic fabrics
- C. Organic fabrics are free of petroleum-based chemicals and formaldehyde.
- D. All of the above



Non-organic fabrics, in all likelihood, are exposed to pesticides which can lead to negative health effects such as birth defects and other long-term health problems.

For example, because cotton used in textiles is not grown for food, the pesticides used in cotton are not regulated like they are for food. 100% Certified Organic materials are much more durable than chemically-treated fabrics because of all the processing the treated fabric has gone through. Because of this, organic fabrics tend to last five times longer than similar non-organic products. Due to the limited processing of organic fabrics, they are also void of petroleum-based chemicals and formaldehyde.

8. *True or False? Your baby's bedding should be washed with fragrance free laundry detergent.*

- A. True
- B. False**



Detergent claiming to be "fragrance free" is not a guarantee that it will be phthalate free.

Recent studies conducted on animals have linked some phthalates to reproductive development and endocrine problems. Male babies appear to be at elevated risk of abnormal genital development and developing reproductive system complications. In this scenario, additional fragrances are often added to mask the fragrance given off by the original product. The claim "fragrance free" declares only that the product does not release an odor readily detectable by humans.

The best choice is to use natural detergent made of vegetable soaps and scented only with essential oils.

9. *The healthiest crib is constructed of which of the following materials?*

- A. Finished hardwoods
- B. Metal
- C. Unfinished hardwood**
- D. Particle and fiber board
- E. Plastics and vinyls



Choosing a crib made of unfinished hardwood represents the healthiest choice for your baby. Unfinished hardwood is void of the Volatile Organic Compounds found in cribs made of plastic, vinyl, and many finishes.

Particle and fiber board are made by using adhesives that often contain urea-formaldehyde (listed by the EPA as a possible carcinogen) and other adhesives that can off-gas for many years. Metal cribs are also a poor choice as the metal acts as an antenna for Radio Frequency which disrupts your baby's natural sleep patterns.

10. *What is the healthiest way to protect your baby from wetness in the crib and sleeping areas?*

- A. Vinyl or other plastic protective barriers
- B. Organic wool puddle pads**
- C. Organic cotton puddle pads
- D. Nothing



Organic wool is naturally water repellant so it provides an effective alternative to vinyl or plastic protective barriers which emit Volatile Organic Compounds.

Organic wool is also a breathable which helps to regulate your baby's body temperature naturally.

