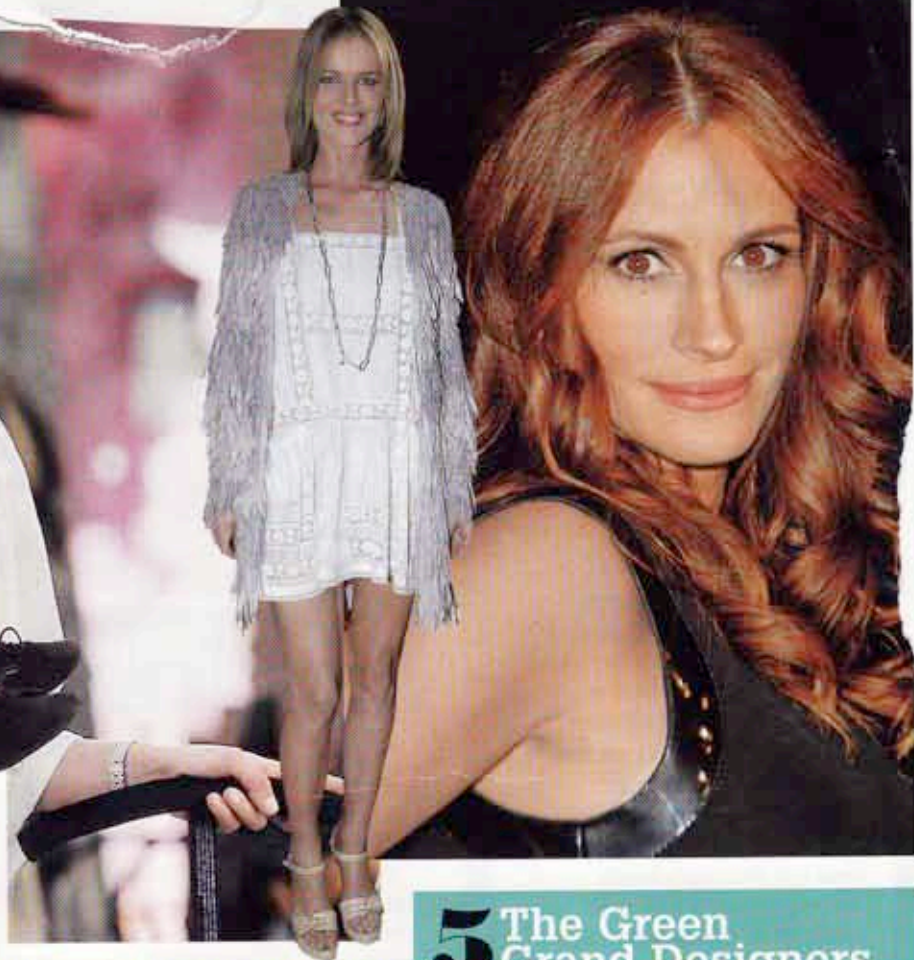




Planet-friendly parents, from left: Milla Jovovich, Eva Herzigova and Julia Roberts



## 4 The Yummy Earth Mummies

**Who are they?** Women dedicated to giving their little ones a super-eco-friendly, organic, upbringing - from clothes to food to shampoo. Yes, there's something about the pitter-patter of tiny feet that can unleash the inner tree-hugger in the hardest of plastic-bag junkies. Thankfully, being a green mum involves more than soaking nappies - there's shopping, too. Milla Jovovich, Minnie Driver, Eva Herzigova and Julia Roberts have all been spotted in Green Baby ([www.greenbaby.co.uk](http://www.greenbaby.co.uk)), the UK store of choice for Yummy Earth Mummies, stocking everything from organic cotton babygros to non-PVC potties.

But joining this tribe isn't just about loading up on right-on baby accessories. Halle Berry has said her nursery for three-month-old daughter Nahla 'is all going to be organic and eco-friendly.' Disposable nappies are one big methane-producing, landfill no-no, so choosing washables - and a nappy laundering service, of course - is a must (ring the Real Nappy helpline on 0845 850 0606). Then there's reducing your nursery-run miles and opting for organic and local nosh for your little ones, too.

**Find them** in the baby food aisle at Whole Foods Market ([www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)).

**Most likely to say** 'And her very first words were, "compostable outer packaging"!'

**Least likely to say** 'Would you like another Turkey Twizzler, darling?'

**Upside** Eco baby-care products are so luscious you'll want to nick them for yourself (check out [www.spieziaorganics.com](http://www.spieziaorganics.com)).

**Downside** Hours spent juicing organic veg.

**Join the tribe** Recycle by trading your baby's cast-offs via [www.nappyvalley.co.uk](http://www.nappyvalley.co.uk).

## 5 The Green Grand Designers

**Who are they?** Into interior design that's aesthetically and environmentally pleasing, this tribe is fanatical about eco in the home, choosing sumptuous sustainable furnishings and hip energy-saving appliances. Livia Giuggioli, along with husband Colin Firth, has opened a swish new store, Eco ([www.eco-age.com](http://www.eco-age.com)), in west London, stocking everything from natural paints to organic textiles. 'We want to empower people at a time when it's practically immoral not to care about the planet,' says Livia. Firmly on the bandwagon is eco songstress KT Tunstall, whose London pad is a green haven with its recycled fibreboard, wool

insulation, solar panels and power from Good Energy ([www.good-energy.co.uk](http://www.good-energy.co.uk)).

**Find them** checking bits of wood for FSC certification ([www.fsc-uk.org](http://www.fsc-uk.org)).

**Most likely to say** 'These sheep-poo air fresheners are fantastic!' (Yes, really, see [www.creativepaperwales.co.uk](http://www.creativepaperwales.co.uk))

**Least likely to say** 'Crank the heating up, would you? I'm freezing in this vest.'

**Upside** Higher energy-efficiency home rating equals big fat selling points when you put your house on the market.

**Downside** MDF flat-packs won't cut it when you're furnishing the extension.

**Join the tribe** Visit [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk) for energy-saving tips. □



Eco-homebodies Livia Giuggioli and husband Colin Firth, and KT Tunstall

