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April 21st, 2008

[GreenYour.com Site – Better than Googling for Green](#)



Just in time for Earth Day, GreenYour Media LLC has announced the beta launch of its [new GreenYour.com site](#). Better than Googling, GreenYour.com lets consumers search for green product and lifestyle alternatives by category or keyword. Type in Green Your “Hair”, for example, and up pops facts on shampoo and hair dye as well as tips and product recommendations.

The new green search site is noteworthy for its [comprehensive criteria](#) in determining whether or not a product is eco-friendly. Green attributes are considered as well as green yield, which is defined as the ability of a product to help consumers reduce waste and environmental impact. Products are also considered green when they have been certified and labeled by a *credible environmental organization*. In other words, the folks behind GreenYour.com are looking to help clear up [consumer confusion around ecolabeling](#) and [combat greenwashing](#) by clearly identifying products that meet reliable environmental standards. In its list of credible standards, GreenYour.com includes [EcoLogo](#), Green Seal, the EPA’s Energy Star program, USDA



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Organic, Greenguard and the Forest Stewardship Council.

GreenYour.com apparently has great plans for the future. Since it is built on an open-source content development platform, the creators of the site are clearly intending to make it accessible to outside sources for content contribution. According to the [press release](#), "Next, we will introduce a range of interactive tools and partnerships."

Oh, and GreenYour.com [has a blog](#) too. Welcome to the blogosphere.

Posted by Mari in [Green products](#), [Marketing](#)

This entry was posted on Monday, April 21st, 2008 at 8:53 am and is filed under [Green products](#), [Marketing](#). You can follow any responses to this entry through the comments [RSS 2.0](#) feed. You can [leave a response](#), or [trackback](#) from your own site.

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