



GREEN CONFUSION

Early Choices® – the Integrated Adult and Baby toilet seat.

There is currently much discussion and confusion in the consumer products industry about Green products and the so-called Green Washing of products to make them appear as though some threshold has been crossed, or as though a standard has been met to qualify products as genuinely Green. This is likely to continue for some time, because the fact of the matter is that rarely is there a free lunch whereby a new product effectively makes a leap in efficiency in either energy consumption or material reduction. There is almost always another consequence or a different kind of measurable impact, and the choice is then 'which consequence is the least destructive?' Confused yet?

Take for example the task of diapering children from infancy to being fully toilet-trained. The common choices are either disposable diapers or cloth diapers. While both methods have their supporters, the real facts are that each year in the US alone, 18 Billion disposable diapers are used (enough to circle the earth 90 times if laid end to end), and are expected to last only 500 years in the landfill. And while the cloth diaper is poised as the green alternative, a recent U.K. study shows the real impact of cloth diapers is that they use nearly twice as much energy as disposables, greatly increase water use, and put detergents into the watershed.

So, which is the lesser impact? Which is the Green product? I argue that neither is Green –

both have a measurable impact that is huge. The real Green solution is one which significantly reduces all diapers.

This is no easy task, because it involves changing behaviours and retraining social habits, but one product that stands to make an impact in reducing all diapers is the *Early Choices®* toilet seat by Conceva. This unique hybrid design and the



Early Choices® Method allows children to be toilet trained months sooner than the current conventional methods, and not by placing pressure on children or parents to get the task accomplished sooner. The approach is twofold, and involves using both the *Early Choices®* seat as well as a new training method. I touch briefly on both the product, and then method.

Firstly, the *Early Choices®* seat design combines a regular adult toilet seat with a secondary child seat. The child seat clips into the lid and remains out of the way until required, and then flips down into place. Safe, secure and simple enough for children to use, this child seat eliminates the potty type seats (also the cleaning after every use), and is so much better than the loose inserts that are underfoot and a safety hazard. The Twist-N-Pull hinge pins allow complete dis-assembly in seconds for cleaning, and combined with the one piece hinge base make *Early Choices®* the most hygienic seat on the market.

Secondly, the *Early Choices® Method* regularly cuts six months to a year of diapers out of the picture with each child. This is accomplished by starting children as young as nine months old on the seat, but the key is to keep the diapers on. Children this young are generally too young to identify elimination control, but not too young to learn by example. They start by sitting in the right place and pretending to do what mom and dad do, and they have their own special seat that is part of the regular family toilet. As they sit and pretend, and eventually learn to fill their diapers on the seat, the step of removing the diaper becomes almost secondary. We know that children are capable of toilet training much sooner than they currently do, because a hundred years ago a



three-year-old still in diapers was almost unheard of. This is such a gentle and simple method, and combined with the *Early Choices®* toilet seat is a winning combination for a truly Green solution.

Early Choices® System is available at www.conceva.com and soon at a retailer near you. Read more about this fabulous hybrid seat design,

and the *Early Choices® Method* of toilet training children at this web site. Conceva will also have a booth at the ABC Show in Vegas 2009.

Marten Rhead

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