

Natural Abundance is a Basic Human Right

Contributed by Dainis W. Michel
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"Access to abundant, clean, natural, and healthful air, water, soil, food and products is a basic human right," claims rGlohJahWwans founder Dainis W. Michel.

Dainis, a composer and entrepreneur from Chicago continues: "The hardest thing for me about "going natural" has been the realization that many companies and people could care less about my life, health, or well-being. Our society doesn't just have a few cases of unhealthy products...we're riddled with them. We're riddled with unhealthy, non-sustainable practices, and we wonder why so many people are tense and rude."

"The beginning of the 21st Century is, in part, defined by the difference between being sick and having been made sick," continues the eco-entrepreneur "and a lot of people are waking up and taking not only their own health and well being into their own hands, but they're doing their best to spread the word and even help pick up the slack for the rest of us."

"The targets set by big industry for a sustainable future are laughable. It makes you just want to give all these corporate executives a big collective spank on the bottom. Just because you can get away with polluting doesn't mean you should. Companies that pollute are building their profits on illness and death. We're talking about direct liability for heart-attacks, asthma, depression, chronic illnesses, I mean, the list goes on..."

"The solution to all of these problems is easy, practical, less expensive, more fun, and creates a harmonious, abundant world. I think it's important to think about that for a second and let it sink in."

"LOHAS shows the incredible amount of dollars in the sustainable community. rGlohJahWwans directs those dollars to the right people and companies."

Applying "rGlohJahWwans Universalizability" allows consumers to employ principle-centered purchase decisions and creates a synergistic win-win-win-win between consumer, producer, planet, and future.