



Chris Foster and M. Boutique's *Clean Living Cleaning Products*

Ronda Bowen

M. Boutique is a line of natural cleaning products that are non-toxic. Chris Foster, M. Boutique's Founder, wanted to formulate products that would be safe to use in our homes, with our families, and for cleaning professionals. I was able to sample the products (they smell great and work well), and talk with Chris about his product line.

Ronda Bowen (RB): Would you mind sharing with our readers how you came up with the idea for M. Boutique?

Chris Foster (CF): Yes! My parents owned a cleaning services company for over 60 years. My mom was diagnosed with colon cancer, and I did some research on cleaning projects. Colon cancer is one of the cancers associated with people in the

industry. I wanted to create a line of completely safe products for people in the industry as well as my own family – I started first with the household cleaning products, then body products, then pet products. It was also important to me to create a beautiful line, where products could be left out and look nice, but my number one priority was making sure the ingredients are all nontoxic. Most times, people in that industry will use



anything. I used to always think about my mom using the products, and how some would burn her hands. I was in the entertainment business, but when she was diagnosed, it pulled me back to my family. I wanted to do what I could to keep my family safe, but also the people in the cleaning industry who are kind of forgotten. So, I created this beautiful household boutique with safe products for the home that would also appeal to the customer and get attention from their packaging.

RB: Can you give a brief overview of your product lines?

CF: We have the home care line of all of your household cleaning products. We have a multipurpose cleaner, a glass cleaner, a new unique dusting spray, and a full line of laundry products. Then, we created our bath and body line. We have body-hydrating lotion, facial moisturizing cleansers – all have amazing ingredients – all are pure essential oils. We have shampoos and conditioners that are sulfate and paraffin free. Finally, we wanted to take care of the pets. It was the same concept. We wanted to make sure all ingredients are completely safe and that we didn't use any synthetic fragrances. I

partnered with a celebrity dog groomer, Jorge Bendersky. We used essential oils formulated for pets' needs.

RB: How concerned do you believe we should be about chemicals in our environments?

CF: Concerned. They are linked to many cancers, and we're exposed more of them on a daily basis. There are so many toxic elements in the air. I will even check out hand soaps that they have in the bathrooms when I'm on the road. I will usually take soap of my own to lower the toxicity trace within myself. It's everywhere. It's surprising what they're putting in products, many of them should be illegal. Women who stay at home or who are in the cleaning industry have higher chances of lung or colon cancer than smokers. It's important to educate people on the dangers of household products – a little awareness helps a lot.

RB: What advice do you have for our readers who want to avoid chemicals and embrace clean living lifestyles?

CF: I say that clean is a lot of times a process, and we have to retrain our brains and our minds. There's a lot of thinking out there, like "If Clorox doesn't kill it it's not clean." But it's killing us also. My advice is to start slowly. Start switching out the basics. For example, glass cleaner – a simple thing – if you can't go out and buy our product, use vinegar. Start small. Cleaning is about process, not about what you're using.

RB: You're obviously a very busy person running your business and promoting your products. What kinds of things do you do to maintain balance in your life?

CF: Well, for me, it starts in the morning with just meditation. I try to find 5 minutes of the day where I can create my own sense of calm. It's also important that I am aware of what my choices are when it comes down to my day – food, exercise. I ask, "What can I do for the day to make sure I'm giving myself what my body needs?" I also take the time out to do one thing in the day that I enjoy doing – and for me that's my run. Work is really stressful, and that can take over everything. But, we have one body and giving myself that 5 minutes of breathing and meditation, and trying to make the right choices during the day, allows me to rest peacefully during the night and revive myself for what's coming next. I'd say it's important for us to live life lightly.

To learn more about Chris Foster and M. Boutique, visit mboutiqueintl.com.

