Brazilian supermodel and earth-loving mom Gisele Bundchen has reportedly "infuriated cancer experts" by describing sunscreen as "poison". Bundchen refuses to use sunscreen on herself or her family because of the chemicals they contain. She also has said that it should be against the law for healthy mothers to give their baby infant formula full of sugar, and often soy. Researchers at the Environmental Working Group, a Washington-based nonprofit, released their annual report claiming nearly half of the 500 most popular sunscreen products may actually increase the speed at which malignant cells develop and spread skin cancer because they contain vitamin A and its derivatives, retinol and retinyl palmitate.

Bundchen, who is a UN ambassador for environmental issues, has a line of skin care products called Seeja made from all-natural ingredients. Gisele decided upon the brand's name as a play on the word seja, meaning "to be" in Portuguese, her first language. The extra "a" was added at the end because "words have a vibration, and aaah! is an exhalation, what you feel when you let go," she told Vogue Magazine.

The fervent humanitarian and environmentalist wanted to make products with as little impact on the planet as possible. The resulting creams and masks are manufactured with a carbon neutral footprint by using wind and hydroelectric power which produce no waste or carbon dioxide.

Actress Kate Hudson joined forces with hair stylist to the stars David Babii to create a line of Eco-friendly hair care products called David Babii for WildAid . All of the shampoos, conditioners and styling products are made from exotic natural ingredients like Cupucacu butter, blue algae, jojoba seed and Dead Sea salt. And 10% of the proceeds go to WildAid
, an organization dedicated to saving endangered species and the planet.

Kate is clearly smitten with the love of her life – son Ryder – and says motherhood has been her greatest achievement.

“I think you understand what real, unconditional love is. Romantic relationships take work, whereas loving your children doesn't take that kind of work,” she says

"To me, it is an honor," Kate Hudson once said of looking like her famous mom - Golide Hawn. "She's the epitome of beauty: She's beautiful aesthetically, but she is a beautiful mother too."

Supporting her mother's charitable efforts, Kate Hudson attended the inaugural Hawn Foundation event for "MindUP" at the Metropolitan Club in New York City on April 28, 2011.

The glowing momma-to-be looked beautiful as she stepped out for her mom Goldie Hawn's event, dressing her baby bump in a green and black leopard print gown and peep-toe heels.

" MindUP ," which began in 2005, is part of an educational initiative focused on providing kids with the emotional and cognitive tools to help them improve learning and behavior.

Goldie recently revealed her inspiration for the project to the Huffington Post, telling, "I guess it was after 9/11. I realized at that point that our world was probably never going to be the same again. And I was really focused on the kids, because there was a lot of stress and a lot of uncertainty." adding, "Let me figure out a way to do something, maybe in the schools, to simply bring kids a little bit more resilience and a little bit more happiness. Simple mission."

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Jenny McCarthy has carved out a bit of a niche as the voice of mothers' everywhere through her advocacy for families affected by Autism and child safety issues. Last year she launched an

Eco friendly kids clothing line called Too Good . The brand has been expanded with a collection of sheets, comforters, bumpers, wall hangings and more. Many of the items are organic, and all of them are non-toxic and PVC-free. All of the crib sheets, blankets, rugs and more are toxin free with 100% recyclable packaging.

Even better, the line will be available for lower prices than most non-toxic bedding products. The blond bombshell and funny girl has found a partner in Pem America that will not only provide safe products, but make them affordable for new parents as well.

Ever since her son, Evan, was diagnosed with autism, McCarthy has been getting more and more involved in the effort to promote the use of non-toxic products, as well as the crusade to fight against vaccines in young children - vaccines which, according to McCarthy and many of her followers, could be the very cause of autism.

A portion of the proceeds from Too Good sales will go to Jenny's charity, Generation rescue ,T he organization gives grants to parents who are raising a child with autism and making less than $25,000 a year.