



26K

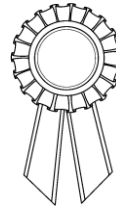
50K

77K

# BEA JOHNSON

Founder of the  
Zero Waste Lifestyle  
Movement

. OWN LESS . WASTE LESS . LIVE MORE .



2011  
Grand Prize  
Winner of  
The Green  
Awards




Creator of **BULK**,  
the web app that  
points to thousands  
of waste-free  
locations  
throughout the  
world

AUTHOR of the  
**BESTSELLING BOOK**  
*Zero Waste Home* (US),  
(adapted/translated in 12  
languages)

“The Priestess of  
Waste-Free  
Living”  
– The New York  
Times

AUTHOR of the **BLOG**

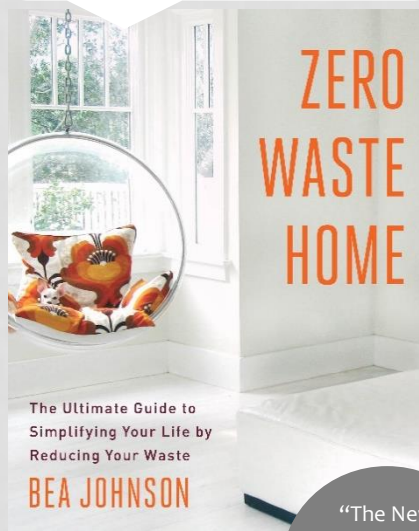


All-Time Pageviews  
**10 Million**

Monthly Pageviews  
**251 K**

Demographics  
**25-34 yrs. old**

Most Viewed Page  
**Tips**



“The New  
Messiah of  
Ecology”  
- Paris  
Match



Bea and her family generate a **quart size jar of waste per year**. With her passion and positive outlook, Bea launched a global movement and has become the spokesperson for the zero waste lifestyle. She inspires a growing community to live simply and take a stance against needless waste with the application of the 5R's: Refuse, Reduce, Reuse, Recycle, Rot. She shatters misconceptions, proving that waste-free living can not only be "stylish", but also lead to significant health benefits, and time and money savings. She regularly speaks at universities and corporate events and opens her home to educational tours and the media.

She is a French native who currently lives in California.

ZeroWasteHome.com  
bea@zerowastehome.com

WRITER  
CONSULTANT  
SPEAKER  
EXPERT

“Comments continue to come in on how you've inspired people to really think about what they do and how it impacts our planet... and how they can change their own habits. Continue to spread the word! You are amazing!”  
Event organizer, Adobe














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