

Maternal *Frequency*



The Clean Home *Swaps Guide*

*Simple, high-impact swaps to reduce your toxic load —
without perfection, overwhelm, or fear.*

The guide I wish someone gave me before I became a mom.

A free guide from [Maternal Frequency](https://maternalfrequency.com)

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A Note From Me

I've always been drawn to holistic living, but everything shifted when I began preparing for pregnancy.

I started paying attention to the products I used daily — the candles burning in the evening, the synthetic fragrance in laundry detergent, the plastic containers heating up leftovers, the cleaning sprays I used without thinking twice.

The deeper I researched women's health, hormones, fertility, and nervous system regulation, the more I realized how much our environment quietly affects how we feel.

Not overnight. Not dramatically. But slowly. Cumulatively.

This guide isn't about fear or perfection. It's about awareness.

The women who succeed long-term are usually the women who make small changes consistently.

That matters.

— Catalina

Start Here: The 5 Highest-Impact Swaps

If you do nothing else, start with these.

- 01** — Stop heating food in plastic — especially in microwaves or dishwashers.
- 02** — Remove synthetic fragrance — candles, laundry products, air fresheners, plug-ins.
- 03** — Replace dryer sheets — use wool dryer balls instead.
- 04** — Replace scratched non-stick cookware — especially older Teflon/PFAS pans.
- 05** — Filter your water — even a basic carbon filter helps.

The Maternal Frequency Home Method™

Reduce

Start by removing the highest toxic burden items first.

Replace

Swap only the products you actually use daily.

Regulate

Support your nervous system while making changes. Wellness should feel grounding — not obsessive.

Why This Guide Exists

Most of us were never taught that the products we use every day can influence hormones, energy, fertility, sleep, and overall wellbeing.

Conventional products can contribute to:

- Endocrine disruption — chemicals that mimic or block your hormones
- Toxic load & fatigue — your liver constantly processing chemicals
- Fertility & fetal development — reduced egg quality and developmental disruption

This matters even more during:

- Preconception and pregnancy
- Postpartum and breastfeeding
- Early childhood

Progress is always more powerful than perfection.

The 6 Toxins to Know

The most common harmful chemicals hiding in your home.

<p>PFAS Non-stick cookware, food packaging, waterproof clothing. “Forever chemicals” — never break down. Thyroid disruption.</p>	<p>PHthalates Hidden in “fragrance.” Perfume, cleaning products, plastic. Endocrine disruptors.</p>
<p>PARABENS Preservatives in skincare, shampoo, makeup. Mimic estrogen. Hormonal imbalance.</p>	<p>SYNTHETIC FRAGRANCE One listing can hide 100+ chemicals. In candles, detergent, lotion, air fresheners.</p>
<p>BPA / BPS Plastic containers, can linings, receipts. Disrupts hormones in tiny amounts.</p>	<p>FORMALDEHYDE Nail polish, hair treatments, furniture. Known carcinogen. Hidden as DMDM hydantoin.</p>

If you see any of these on a label — that’s your signal to look for a cleaner option.

The Challenge: What's in Your Product Right Now?

Stop reading. Grab the product closest to you. Flip it over. Look at the ingredient list.

Search for these five words:

- 01** — Fragrance (or parfum)
- 02** — Parabens
- 03** — SLS or SLES
- 04** — Phthalates
- 05** — Formaldehyde (or DMDM hydantoin)

If you found even one — you just found your first swap.

How to Read a Label

Marketing words like “natural,” “green,” “clean” often mean very little legally.

The front of the bottle sells the product. The ingredient list tells the truth.

Greenwashing Red Flags

- Earthy packaging with a 30-ingredient list
- “Parfum” or “fragrance” listed vaguely
- “Paraben-free” with other questionable preservatives
- “Dermatologist tested” (not regulated)
- Heavy fragrance marketed as “luxury clean living”

Certifications Worth Looking For

- EWG Verified
- MADE SAFE
- USDA Organic
- ECOCERT / COSMOS
- GOTS-certified textiles
- Leaping Bunny

Helpful Apps

[Yuka](#) · [Think Dirty](#) · [EWG Healthy Living](#) · [Clearya](#)

Scan the barcode in-store. Done in seconds.

PART 01

Cleaning Products

Conventional cleaning products are one of the biggest hidden sources of endocrine-disrupting chemicals.

When I first started swapping products, VIM scrub was one of the first things I changed.

Ingredients to Avoid

- Synthetic fragrance / parfum
- Phthalates
- SLS / SLES
- Quaternary ammonium compounds (quats)
- Triclosan
- Frequent chlorine bleach in enclosed spaces

CATEGORY	SWAP OUT	SWAP IN
All-purpose cleaner	Fragranced conventional sprays	Vinegar + water + tea tree oil
Laundry detergent	Strong fragrance detergents	Fragrance-free or plant-based
Fabric softener	Dryer sheets	Wool dryer balls
Dish soap	Conventional with SLS	Plant-based fragrance-free
Hand soap	Synthetic fragrance soap	Natural liquid hand soap
Air freshener	Plug-ins + synthetic sprays	Open windows + beeswax candles
Disinfectant	Quat-based sprays	Hydrogen peroxide or isopropyl alcohol

Catalina's Picks

Some links below are affiliate links, meaning I may earn a small commission at no extra cost to you. I only recommend products I personally use and believe in.

- [Whole Naturals Pure Castile Soap](#) — body, hands, floors — does everything
- [Bon Ami Cleaning Powder](#) - 5 ingredients, baking soda + feldspar + limestone + soap (sodium carbonate)
- [Wool Dryer Balls](#) — replace dryer sheets forever
- [Beeswax Tea Light Candles](#) — replace synthetic air fresheners
- [Beeswax Pillar Candles](#) — clean burn, releases negative ions
- [Branch Basics Starter Kit](#) — concentrate system, lasts months, cleans your whole house
- [Molly's Suds Laundry Detergent](#) — earth-derived, 120 loads, great for sensitive skin
- [Thursday Plantation Tea Tree Oil](#) — 100% pure, essential for DIY cleaning sprays

- **White Vinegar** — for DIY sprays — much cheaper at your grocery store than Amazon
- **Hydrogen Peroxide** — natural disinfectant — cheaper at Dollarama, Amazon for convenience
- **Blueair 511 Air Purifier** — HEPASilent, great for bedroom or nursery

DIY All-Purpose Spray

1 cup water · 1 cup white vinegar · 15 drops tea tree oil · 10 drops lemon oil

Simple, inexpensive, and surprisingly effective.

*If you can smell your cleaning product from the next room
— you're breathing it in.*

PART 02

Personal Care & Beauty

Your skin absorbs much of what you apply to it daily. Most women are exposed to dozens of products per day. Unimaginable!

Start with: products covering the largest surface area, products used daily, products with heavy fragrance.

Ingredients to Avoid

- Parabens
- Phthalates
- Synthetic fragrance
- Formaldehyde releasers
- Oxybenzone + octinoxate
- SLS / SLES
- Aluminium compounds
- Retinol during pregnancy

CATEGORY	SWAP OUT	SWAP IN
Sunscreen	Oxybenzone-based chemical	Zinc oxide mineral sunscreen
Deodorant	Aluminium antiperspirant	Magnesium or natural deodorant
Shampoo	SLS + synthetic fragrance	Sulfate-free fragrance-free
Body wash	SLS + parabens + fragrance	Castile soap or plant-based
Moisturiser	Paraben-preserved + fragrance	Tallow balm, coconut oil, or rosehip oil
Toothpaste	Fluoride + SLS + artificial sweeteners	Hydroxyapatite toothpaste (n-HAp)
Mouthwash	Alcohol + synthetic colour + fluoride	DIY clove water or salt water rinse
Menstrual products	Conventional bleached cotton	Organic cotton or menstrual cup
Toilet paper	Chlorine-bleached conventional	Bamboo tree-free (no BPA, no fragrance)

Catalina's Picks

- [All Good Kids Sunscreen](#) — zinc oxide mineral, clean ingredients, great for the family
- [Routine Natural Deodorant \(Moon Sisters\)](#) — Canadian-made, rose + lavender + vetiver, beautiful
- [Organyc Organic Cotton Pads](#) — 100% certified organic cotton, no chlorine bleaching
- [Iris + Arlo Organic Pads](#) — 100% cotton, great alternative option
- [Primally Pure](#) — my go-to for body butter and tallow-based skincare

- **Toups & Co.** — tallow-based skincare, beautiful quality
- **Boka Toothpaste** — nano-hydroxyapatite, remineralizes enamel, no fluoride or SLS
- **Whole Cloves** — steep in hot water for a natural antibacterial mouthwash
- **Tallow balm** — the ancestral moisturizer — Primally Pure and Toups & Co. both make excellent ones
- **Organic coconut oil** — budget body moisturizer — works beautifully, can clog pores for some
- **Well.ca clean beauty section** — easy to browse and filter by certification
- **EWG Skin Deep** — check any product's safety rating

Your skin is not a barrier. It's a gateway.

PART 03

Kitchen & Cookware

The kitchen is one of the most impactful areas to improve because toxins here can directly enter food.

This is where I personally noticed the biggest mindset shift.

Prioritize These First

- 01** — Replace damaged non-stick cookware
- 02** — Stop heating food in plastic
- 03** — Filter drinking water
- 04** — Switch to glass storage for warm foods

CATEGORY	SWAP OUT	SWAP IN
Frying pans	Teflon / PFAS non-stick	Cast iron, carbon steel, stainless
Food storage	Plastic containers	Glass containers with lids
Plastic wrap	Cling film	Beeswax wraps
Cooking utensils	Plastic utensils	Wood or stainless steel
Cutting board	Plastic boards	Solid wood board
Cutlery	Low-grade or coated metal	18/10 stainless steel flatware
Water bottles	Plastic bottles	Stainless steel or glass
Baby bottles	Plastic bottles	Glass or stainless steel

Catalina's Picks

- [Lodge Cast Iron Skillet](#) — affordable, lasts a lifetime, gets better with use
- [Glass Food Storage Containers](#) — replace all plastic tupperware
- [Beeswax Wraps](#) — replace cling film naturally
- [Wooden Cooking Spoons](#) — replace plastic utensils
- [Wooden Cutting Board](#) — naturally antibacterial, beautiful in the kitchen
- [Stainless Steel Water Bottle](#) — for the whole family
- [Glass Water Bottle](#) — grown-up alternative, beautiful design
- [Glass Baby Bottles](#) — safe for little ones from day one
- [Stainless Steel Cutlery Set](#) — 18/10 stainless steel, dishwasher safe, replaces coated flatware
- [Waterdrop G2 Reverse Osmosis](#) — 7-stage tankless, 400 GPD, 1:1 drain ratio — excellent under-sink filter

If your pan is scratched and non-stick — you're eating the coating.

PART 04

Laundry & Bedroom

The bedroom is where your body spends hours recovering, regulating hormones, and sleeping.

Sleeping in organic materials feels like a quiet luxury.

What Gets Missed Most

- Synthetic fragrance from laundry products
- Polyester bedding shedding microplastics
- Flame retardants in mattresses
- Plug-in fragrances used overnight

CATEGORY	SWAP OUT	SWAP IN
Laundry detergent	Conventional fragrance detergent	Fragrance-free detergent
Dryer sheets	Synthetic fragrance sheets	Wool dryer balls
Sheets	Polyester blends	Organic cotton or linen
Bedroom fragrance	Plug-ins + scented candles	Fresh air + beeswax candles
Pyjamas	Polyester sleepwear	Organic cotton, linen, or bamboo

Catalina's Picks

- [Wool Dryer Balls](#) — replace synthetic dryer sheets
- [Linen Bed Sheets](#) — breathable, temperature-regulating, luxurious
- [Organic Cotton Sheets](#) — soft, clean, affordable upgrade
- [Beeswax Tea Light Candles](#) — clean bedroom air, warm glow
- [Molly's Suds](#) — fragrance-free laundry powder, very gentle
- [Naturepedic Organic Crib Mattress](#) — GOTS-certified, safe from day one
- [Merino Wool Mattress Topper](#) — natural pain relief, handmade, 2 inches thick
- [Woolino Merino Wool Sleep Sack](#) — 4-season, fits 2–24 months

*You spend a third of your life in your bedroom.
Make it the cleanest room in the house.*

Where to Start by Budget

Going clean doesn't have to mean replacing everything at once.

\$50 — The Foundation

- Wool dryer balls (\$15)
- Fragrance-free dish soap (\$8–12)
- DIY all-purpose spray (under \$5)
- Castile soap (\$12)
- Open windows daily — free

\$200 — The Upgrade

- Cast iron skillet (\$35–60)
- Glass storage containers (\$25–40)
- Faucet water filter (\$50–80)
- Cleaner shampoo + deodorant (\$30–50)
- Mineral sunscreen (\$25–35)

\$500 — The Home Reset

- Reverse osmosis water filter (\$150–250)
- Organic cotton sheet set (\$120–180)
- Wool mattress topper (\$150–220)
- Personal care overhaul (\$100–150)
- Stainless steel water bottles (\$40–60)

This isn't about throwing everything out — it's about choosing better when the time comes.

The Pocket Cheat Sheet

Screenshot this. Print it. Take it shopping.

AVOID THESE	LOOK FOR THESE
<ul style="list-style-type: none">• Fragrance / parfum• Parabens• Phthalates• PFAS / Teflon• BPA / BPS• Oxybenzone• Formaldehyde releasers• Quats• SLS / SLES	<ul style="list-style-type: none">• Fragrance-free• Mineral sunscreen• Glass containers• Organic cotton• GOTS-certified• MADE SAFE• EWG Verified• Stainless steel• Phthalate-free

Your 3-Step Swap Plan

This Week

Replace your most-used cleaning product with a natural alternative.

This Month

Audit your top personal care products using EWG Skin Deep.

Over the Next 3 Months

Upgrade your kitchen and sleep environment gradually.

This is a rhythm, not a reset.

Your First Clean Shopping Trip

Print this page. Take it with you. Check them off as you go.

Kitchen

- Cast iron or carbon steel skillet
- Glass food storage containers
- Stainless steel or glass water bottle
- Beeswax wraps
- Wooden cooking spoons
- Wooden cutting board
- Basic carbon water filter

Cleaning

- Castile soap
- White vinegar + tea tree oil (DIY spray)
- Fragrance-free dish soap
- Fragrance-free hand soap
- Beeswax candles

Personal Care

- Sulfate-free fragrance-free shampoo
- Natural deodorant
- Zinc oxide mineral sunscreen
- Organic cotton period products

Laundry & Bedroom

- Wool dryer balls (pack of 6)
- Fragrance-free laundry detergent
- Organic cotton or linen sheet set

Start with what's running out first. One swap at a time.

What Comes Next

This guide focuses on what surrounds you. The next step is supporting what's happening internally. If you're thinking about pregnancy — preparation begins long before a positive test.

COMING SOON

Prepare to Conceive *The Complete Pre-Conception Guide*

- A 90-day cycle audit
- The mineral foundations of fertility
- Pre-conception nutrition protocols
- Nervous system regulation
 - Partner preparation
 - Supplement protocols
 - Realistic timelines

For the woman who wants to prepare intentionally.

Be the first to know: maternalfrequency.com

A Final Note

This guide is educational in nature and is not medical advice.

Reducing toxic burden can support overall wellbeing, but no product, protocol, or swap can guarantee a specific outcome.

Trust yourself. Move slowly. Choose what realistically fits your life.

With care,
Catalina

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