

THE



TOXIN-FREE HOME

CHEAT SHEET

*Stop Scrubbing & Start Sparkling
with 100% Natural Ingredients*



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CERTIFIED AROMATHERAPIST

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Meet Your Guide, **KATIE VELDKAMP**

Hey there, Earthie!

I used to look at the back of my cleaning bottles and feel... well, a little uneasy. I knew those "warning" labels and long chemical names weren't great for my family, but I also didn't have time for DIY projects that didn't actually work. I needed a house that was clean, not just "naturally scented."

That's why I'm so excited about this guide. With this cheat sheet, you'll be able to clean your home with total confidence. I formulated each recipe to ensure they are safe, effective, and incredibly easy to make. We've done the testing and the measuring for you, so you can skip the guesswork and get straight to the "I made this!" feeling.

In my own home, these aren't just one-off projects—they've become absolute staples. I can't imagine my kitchen without the Ultimate Solid Dish Soap Recipe or cleaning my bathroom without the Zesty Soft Scrub Paste.

I'm confident these recipes will earn a permanent spot in your cleaning routine, too. They make the work feel a little lighter, the air smell a little fresher, and let the results speak for themselves.

Let's get cleaning!



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What is Natural Cleaning (and Why DIY)

When most people think of "natural cleaning," they imagine a weak vinegar spray that leaves the house smelling like a salad.

But true natural cleaning is about using plant-derived ingredients and pure essential oils to break down dirt, lift stains, and neutralize odors at the source.



THE "SIMPLY EARTH" DEFINITION

To us, natural cleaning means removing the "toxic load" from your home. This includes eliminating:

- **Questionable Fragrances:** Often hidden behind the word "perfume," these can trigger headaches and respiratory issues.
- **Harsh Surfactants:** Chemicals like SLS that can be hard on the environment and your skin.
- **Phthalates & Parabens:** Endocrine disruptors that have no business being near your kitchen counters.

WHY DIY? (IT'S NOT JUST ABOUT BEING "CRAFTY"):

You might be wondering why you should mix your own cleaners when "natural" brands are available at the store. Here are the three big reasons why DIY wins every time:

1. TOTAL TRANSPARENCY

When you make it yourself, you are the manufacturer. You know exactly what's in the bottle. No "proprietary blends" or hidden ingredients. If you have a family member with sensitivities, this control is life-changing.

2. MAXIMUM POTENCY

Store-bought cleaners sit on shelves for months (sometimes years). Essential oils are most potent when they are fresh. By mixing your Shine & Simplify Spray at home, you're getting the full, active power of the oils right when you need them.

3. ZERO-WASTE & BUDGET FRIENDLY

Think about your cleaning cabinet. How much of what you pay for is just a plastic bottle and 90% water?

- **The Hack:** We provide the "actives" (the oils, the citric acid, the soap). You provide the water and the reusable bottle.
- **The Result:** You save money, reduce plastic waste, and stop paying a premium for shipping water across the country.



DID YOU KNOW?



Many DIY recipes are actually more effective than store-bought versions because they don't contain the fillers and stabilizers needed for a long shelf life. You're getting the "straight stuff"!

Common Mistakes with DIY Cleaners

Making the switch to natural cleaning is exciting, but there are a few "rookie mistakes" that can lead to frustration or even damaged surfaces. We want your DIY journey to be a total win, so keep these tips in mind before you start mixing!



1. USING VINEGAR ON EVERYTHING

Vinegar is a DIY superstar, but it is an acid. Over time, acidic cleaners can etch and dull natural stone like granite, marble, and limestone.

- **The Fix:** Use our Shine & Simplify Spray or a pH-neutral cleaner for your stone countertops. Always check your surface's care guide!



2. THE "VINEGAR + BAKING SODA" VOLCANO

We've all seen the science fair volcano. While mixing these two is fun and fizzy, they actually neutralize each other. Vinegar is an acid and baking soda is a base; when combined, you're mostly left with salty water and CO₂ gas.

- **The Fix:** Use them in sequence! Use baking soda as a scrub first (like in our Zesty Soft Scrub), then rinse with a vinegar-based spray if needed to cut through the grit.

3. MAKING "GIANT" BATCHES

Since natural DIYs don't contain heavy synthetic preservatives, they have a shorter shelf life than the stuff that sits in a warehouse for two years.

- **The Fix:** Make smaller batches! Our recipes are designed to be used within about one month. If you want a longer shelf life, you can add a natural preservative like Geogard ECT.



4. FORGETTING TO SHAKE

In the world of big-box cleaners, chemicals called emulsifiers keep the oils and water perfectly mixed. In the natural world, oil and water like to separate.

- **The Fix:** Give your spray bottle a quick, firm shake before every use to ensure you're getting the essential oils in every spray.



5. USING "ANY OLD" ESSENTIAL OIL

Not all oils are created equal. Using "fragrance oils" or low-quality essential oils won't just smell "off"—they won't provide the actual cleaning properties (like the limonene in Lemon oil or the carvacrol in Oregano).

- **The Fix:** Use **GC/MS tested, pure essential oils** (like the ones in your Simply Earth box). This ensures you're actually getting the plant's natural cleaning power.

6. MIXING VINEGAR AND BLEACH (THE BIG NO-NO)

If you still have old cleaners in your house, never mix DIY vinegar cleaners with chlorine bleach. This creates toxic chlorine gas.

- **The Fix:** Once you go natural, it's best to clear out the old chemicals entirely to avoid any accidental mixing!



Pro-Tips for Making DIY Cleaners

Now that you know what to avoid, let's talk about how to level up your DIY game. These tips will help your cleaners look, feel, and perform just like the high-end stuff you find in specialty boutiques.



1. THE WATER MATTERS

While tap water works for most things, if you live in an area with very "hard" water (lots of minerals), it can leave streaks or interfere with the soap.

- **The Pro Move:** Use **distilled or purified water**. It keeps your sprays clear and ensures the ingredients can do their job without fighting mineral buildup.



2. CHOOSE THE RIGHT CONTAINERS

Essential oils are powerful—so powerful they can actually break down certain types of plastic over time.

- **The Pro Move:** Use **glass, stainless steel, or high-quality PET plastic** (the thick, sturdy kind). Darker glass (amber or blue) also helps protect the essential oils from light, keeping them potent longer.

3. MASTER THE "SLURRY"

When making scrubs or pastes (like the Zesty Soft Scrub), don't just dump everything in at once.

- **The Pro Move:** Add your liquid ingredients to your solids slowly, stirring as you go. This helps you achieve that perfect, creamy "toothpaste" consistency rather than a runny mess.



4. LABEL AS YOU GO

It's easy to think you'll remember what's in the bottle, but three weeks later, every clear liquid looks the same!

- **The Pro Move:** Use the **pre-printed stickers** included in your Simply Earth Recipe Box the second you finish a recipe. It keeps your cabinet organized and safe.



5. TEMPERATURE CONTROL

Some ingredients, like our **SCI Powder** or **Solid Coconut Oil**, incorporate better when the liquid is slightly warm.

- **The Pro Move:** If a recipe feels "chunky," use lukewarm water to help the powders and soaps dissolve smoothly into a professional-grade concentrate.

6. THE "SWELL" FACTOR

When you mix citric acid or baking soda with liquids, they might expand slightly.

- **The Pro Move:** Always leave about an **inch of "headspace"** at the top of your bottles and jars. This prevents the "over-fizz" when you go to put the cap on!



Your Natural Cleaning Crew: Meet The Ingredients



Best Essential Oils for Cleaning

-  **Lemon:** The MVP of cleaning. High in limonene, it is a natural degreaser that cuts through sticky residue and polished surfaces to a streak-free shine.
-  **Oregano:** Our "secret weapon" for deep cleaning. It contains carvacrol, a powerful compound that supports a purified environment in high-traffic areas like sinks and toilets.
-  **Homebody Blend:** Cleaning isn't just about scrubbing; it's about the vibe. This calming, grounding blend transforms your house into a sanctuary while you work.
-  **Energy Blend:** A bright mix of Lemon, Eucalyptus, and Peppermint. It's designed to give you that "pep in your step" needed to finish the whole house!
-  **Tea Tree:** Known for its incredibly broad purifying properties, this is a must-have for damp areas like bathrooms or for refreshing musty laundry.
-  **Defender Blend: The Simply Earth Essential!** This powerhouse blend is packed with oils like Cinnamon, Clove, and Eucalyptus. It's our top choice for deep-cleaning high-touch surfaces like doorknobs and light switches.
-  **Clean & Fresh Blend: The Ultimate Odor-Eater!** This blend is a Simply Earth fan favorite for a reason. It combines Fir Needle, Neroli, and Lemon to neutralize stubborn smells and leave behind a crisp, "just-scrubbed" aroma without any synthetic perfume.
-  **Peppermint:** Not only does it smell amazing, but it's also a natural deterrent for "uninvited guests" like ants and spiders.
-  **Orange (Sweet or Blood Orange):** Like Lemon, it's packed with limonene. It's the best choice for wood polishing and cutting through kitchen grease.
-  **Clove:** A powerhouse for deep cleaning. Its spicy aroma is great for heavy-duty bathroom cleaning or adding to floor scrubs.
-  **Grapefruit:** A wonderful "mood-lifting" cleaner. It works similarly to Lemon but offers a sweeter, tangier scent that masks "locker room" smells perfectly.
-  **Pine or Fir Needle:** The classic "clean" smell for a reason! These are fantastic for floor cleaners and making your home smell like a fresh forest.



The Natural Ingredients



SCI Powder (Sodium Cocoyl Isethionate): Don't let the long name scare you! It's a gentle, coconut-derived surfactant. It provides that luxurious, thick foam in our dish paste recipe without the harshness of synthetic sulfates (SLS).



Castile Soap: A traditional, plant-based soap that acts as a "binder," helping water and oils mix so they can lift dirt away from surfaces easily.



Citric Acid: An organic acid found in citrus fruits. It's the magic ingredient for removing hard water stains, descaling faucets, and creating the "fizz" in our toilet cleaner.



Baking Soda (Household Staple): A mild abrasive that provides "grit" for scrubbing without scratching your surfaces.



WHY IT WORKS:



When you combine a surfactant (Castile Soap) with a degreaser (Lemon Oil) and an abrasive (baking soda), you get a cleaner that performs just as well—if not better—than the chemical stuff.



The Master Shopping List

Everything you need to create a sparkling, toxin-free home. Want to make all these recipes? Here is your complete checklist. You can hunt for these ingredients individually or check out the "Easy Buttons" below to get the kits delivered!



1. THE "RECIPE BOX" PROJECTS

- | | |
|---|---|
| ☐ Homebody Essential Oil Blend | ☐ Castile Soap (1 oz) |
| ☐ Energy Essential Oil Blend | ☐ Citric Acid (1 oz) |
| ☐ Lemon Essential Oil | ☐ Baking Soda (From your pantry) |
| ☐ Oregano Essential Oil | ☐ Distilled Water (From your pantry) |
| ☐ SCI Powder (0.25 oz) | ☐ Optional: Geogard ECT (Natural Preservative) |

2. THE FOAMING HAND SOAP PROJECT

- | | |
|---|--|
| ☐ Lemon Eucalyptus Essential Oil | ☐ Vegetable Glycerin (For extra moisture) |
| ☐ Fir Needle Essential Oil | ☐ Foaming Hand Soap Dispensers (4x) |
| ☐ Foam Boost | ☐ Geogard ECT (Natural Preservative) |
| ☐ Natural Solubilizer | ☐ Distilled Water (From your pantry) |

3. THE ULTIMATE DISH SOAP PROJECT

- ☐ Essential Oils (Grapefruit, Tangerine, and Lime OR Lemon and Rosemary, OR Peppermint and Eucalyptus)
- ☐ SCI Powder (The secret to that solid lather!)
- ☐ SLSa Powder
- ☐ Solid Coconut Oil
- ☐ Foam Boost
- ☐ Stearic Acid (For a long-lasting, hard bar)
- ☐ Washing Soda (From your pantry)
- ☐ Table Salt (From your pantry)
- ☐ Rammekin (From your pantry)



Recipes for Natural Cleaning



The Fresh Start

Now that you've mastered the "Natural Cleaning 101," it's time to put those ingredients to work. This section is all about replacing the clutter of toxic plastic bottles with high-performance, aromatherapist-formulated staples.

We're moving away from harsh, questionable fragrances and toward plant-based powerhouses that leave your home smelling like a sanctuary—not a laboratory. Get ready to scrub, spray, and sparkle your way to a toxin-free home!



Shine & Simplify Spray

The daily hero for every surface.

Meet your new go-to cleaner. This all-purpose spray is designed to naturally freshen and clean everyday surfaces like countertops and tables without leaving behind a chemical film. Infused with Lemon and the grounding Homebody Blend, it turns a quick wipe-down into a momentary reset.



FROM YOUR BOX

- 1 Tbsp Castile Soap
- 50 drops Homebody Essential Oil Blend
- 45 drops Lemon Essential Oil
- 5 drops Oregano Essential Oil



FROM YOUR HOME

- 2 cups water (distilled is best)
- 16oz Spray Bottle 
- 3/4 tsp (1%) Geogard ECT (optional)*

1 Add all ingredients to a spray bottle. Swirl gently to mix. Label your bottle.

2 To use, shake and spray directly on surfaces and wipe clean with a cloth.

*Use within 1-2 weeks if not using preservative. For longer shelf life, add a natural preservative like Geogard ECT.





Clean Sweep Diffuser Blend

Purify the air while you work.

Cleaning isn't just about what you can see; it's about what you breathe. This fresh, invigorating blend supports air purification and helps you stay focused and energized until the last chore is done.

FROM YOUR BOX

- 2 drops Homebody Blend Essential Oil
- 2 drops Lemon Essential Oil
- 1 drop Energy Essential Oil Blend
- 5mL bottle

- 1 Add essential oils to diffuser, following diffuser's instructions.
- 2 To make a Master Blend, add 40 drops Homebody, 40 drops Lemon, and 20 drops Energy Essential Oil to a 5mL bottle. Add a few drops to your diffuser or other DIYs as desired.

To use: Diffuse to freshen your space, boost your mood, and enjoy a naturally clean aroma.



The Ultimate Solid Dish Soap

The daily hero for every surface.

Meet your new go-to cleaner. This all-purpose spray is designed to naturally freshen and clean everyday surfaces like countertops and tables without leaving behind a chemical film. Infused with Lemon and the grounding Homebody blend, it turns a quick wipe-down into a momentary reset.



FROM YOUR BOX

- 1/2 cup SCI Powder
- 1 Tbsp SLSa
- 1 Tbsp Stearic Acid
- 1/2 tsp Coconut Oil (Solid)
- 1 Tbsp Foam Boost (CAPB)
- 50 drops essential oil (see suggestions below)



FROM YOUR HOME

- 1 tsp fine table salt
- 1 Tbsp washing soda
- Face mask
- Large bowl
- Small heat-safe bowl
- Gloves (optional)
- 6 oz ramekin or silicon mold

- 1 In a large bowl, gently combine the SCI, SLSa, salt, and washing soda.
(Note: These powders are very fine and can puff up like flour, so we recommend popping on a mask to keep from sneezing!)
- 2 In a small heat-safe glass cup (or microwave safe dish), melt the Stearic Acid until clear liquid (microwave in 15-second bursts or use a double boiler). Remove from heat, add the Coconut Oil and stir to melt.
- 3 Pour the melted oil mixture immediately into the dry powders.
- 4 Add Foam Boost and essential oils (see scent ideas below).
(Once the powders are wet, the dust is gone. Feel free to remove your mask at this point.)
- 5 While wearing gloves, knead the mixture. It should come together and feel like a warm dough.
- 6 Press firmly into your 6oz ramekin or mold. For best results, allow the mixture to harden for 48 hours before use.

To use: Swirl a wet brush or sponge directly onto the bar to generate a rich lather, wash dishes as usual, and drain any excess water to preserve the bar's hardness. Store unused bars in a cool, dry place for up to 1 year. Once wet, keep the bar well-drained between uses to extend its life up to 3 months.

Scent	Description	Essential Oils
Citrus Sunshine	For a happy, energizing wash.	25 drops Grapefruit 15 drops Tangerine 10 drops Lime
Garden Kitchen	For a grounded, herbal clean.	40 drops Lemon 10 drops Rosemary
Mountain Air	For a crisp, clearing breeze.	30 drops Peppermint 20 drops Eucalyptus

Fresh Grove Foaming Hand Soap

A breath of fresh air for your hands.

Elevate your hand-washing routine with this luxurious, toxin-free foam. Unlike traditional soaps that can strip your skin, this recipe uses gentle plant-based cleansers to keep your hands soft and hydrated. With its crisp, invigorating aroma, it brings a touch of the outdoors right to your bathroom or kitchen vanity.



FROM YOUR BOX

- Per 10oz Bottle:
 - 1 Tbsp Natural Solubilizer
 - 1/4 cup Foam Boost (CAPB)
 - 0.6% (18 drops) Geogard ECT
 - 1 Tbsp Vegetable Glycerin
 - Foaming Hand Soap Container
 - 1/4 tsp Citric Acid
- 12 drops Essential Oils
 - Option 1: 8 drops Lemon Eucalyptus + 4 drops Fir Needle
 - Option 2: 8 drops Fir Needle + 4 drops Lemon Eucalyptus
- Label



FROM YOUR HOME

- ~3/4 cup + 1 Tbsp distilled water



- 1 Create the Base: Pour the Natural Solubilizer, Foam Boost, Geogard ECT, and essential oils directly into your Foaming Hand Soap Container. Swirl gently until the mixture looks uniform.
- 2 Add Moisture: Add the Vegetable Glycerin to the bottle and swirl again to combine.
- 3 Add Water: Tilt the bottle and slowly pour in distilled water until the liquid reaches the shoulder of the bottle.
- 4 Adjust pH: In a separate small cup, dissolve the Citric Acid into 1 Tbsp of warm distilled water. Pour this solution into your soap bottle and swirl one last time to mix.
- 5 Screw the foaming pump cap on and label.
- 6 To use, pump a cloud of foam into your hands, lather, and rinse

*Tip: To help you choose one scent, use a cotton ball to test each scent before you make your soap!

Want to make all four bottles of soap at once?

- 1/4 cup Natural Solubilizer
- 1 cup Foam Boost
- 1/4 cup Vegetable Glycerin
- ~80 drops (0.6-1%) Geogard ECT (or approx. 3/4 teaspoon)
- 1 tsp Citric Acid
- 4x Foaming Soap Containers
- 48 drops Essential Oils
 - Option 1: 32 drops Lemon Eucalyptus + 16 drops Fir Needle
 - Option 2: 16 drops Lemon Eucalyptus + 32 drops Fir Needle
- ~3 1/2 + 2 Tbsp distilled water
- 4x Labels

The Easy Buttons



Recipe Box (Best Value)

The Ultimate Monthly DIY Box

Create a toxin-free home for less! Subscribe to get 4 full-size essential oils (Homebody, Energy, Lemon, and Oregano), key specialty ingredients, and 6 fun cleaning recipes delivered to your door—all for just \$45.99.

- The Deal: Get a FREE Big Bonus Box + 20% off your first month!
- The Results: Certified aromatherapist-created recipes like the Lemon Lather Dish Paste and Zesty Soft Scrub become instant household staples.
- The Flexibility: Pause or cancel anytime.



DIY Kits

One-Click Project Kits

Want to upgrade your sink without the commitment? Our DIY Kits, like the Foaming Hand Soap Kit, include every specialty ingredient and bottle you need in a single click. It's the stress-free way to create professional-looking natural products that actually work.



Shop By Recipe

Just the Ingredients You Need

Already have a stash of oils? Fill in the gaps by shopping à la carte. Simply search for the recipe name—like our viral Ultimate Solid Dish Soap—on our site and add only the specific ingredients (like SCl powder or Citric Acid) that you're missing to your cart.

Ready to Start Your Toxin Free Journey?

Follow these four simple steps to transform your home today.

1. CHOOSE YOUR "EASY BUTTON"

Decide which path fits your home best. Whether you want the full **April Recipe Box** for a total overhaul, a specific **DIY Kit** for your sink, or just the ingredients for the **Ultimate Solid Dish Soap**, the "Easy Buttons" page has you covered.



2. CHECK YOUR PANTRY

Review the **Master Shopping List** to see what you already have on hand. Most of our recipes only require a few household staples like **Baking Soda**, **Distilled Water**, **Table Salt**, or **Washing Soda** to complete the professional-grade ingredients we send you.

3. PREP YOUR WORKSPACE

Before you start mixing—especially for the **Ultimate Solid Dish Soap**—gather your tools. Make sure you have a **face mask** for handling fine powders, **heat-safe bowls**, and a **6 oz ramekin** or mold ready to go.



4. JOIN THE COMMUNITY

Don't forget to mark your calendar for our **April Live Workshop!** It's the perfect place to ask questions and mix your recipes alongside our experts. Once you're finished, snap a photo and use **#imadethis** to enter our monthly contest.

LIVE DIY WORKSHOP

Join Katie Live as she makes natural cleaning recipes and shares tips and tricks for a toxin-free home



April 16 at 2:00 CST



Simply Earth's YouTube Channel