

LYNDA FASSA

A former Ford model, Lynda is on a mission to introduce Americans to organic clothing options that are pesticide free, fashionable and comfortable. With the birth of her first child, Lynda left her modeling career to start Green Babies Inc., a baby's clothing line made entirely of pesticide free organic materials. Today, Lynda's organic men's, women's and children's lines retail in over 300 Whole Foods Markets. Lynda, whose standards set the benchmark in the organic community, is extending her business to include organic toys, organic children's skin care products, ethical jewelry for men & women and organic totes/re-usable shopping bags. Lynda has been featured on the major national morning shows as well as a number of local news programs.

Lynda's first book, GREEN BABIES, SAGE MOMS: The Ultimate Guide to Raising Your Organic Baby, was released by a division of Penguin in January 2008.