

Thank You for Signing Up to Beta Test the CHOICE App!

We are excited to give you, as an early enthusiast, the opportunity to test out the CHOICE app!

Thank you for signing up to try the first app that is the simplest resource to help you find and buy eco-friendly, cruelty-free and natural alternatives to food, personal care, household and cosmetic products.

Knowledge is Power: Start somewhere.

If you have the intent to shop sustainably but are often time constrained or overwhelmed you will find this app useful since the leg work has already been done for you.

We are dedicated and committed to analyze and recommend as many product alternatives that people need to know about. People should know about them now to use instead of wasting time using unsustainable products when there are better alternatives that will do less harm to your body, animals and the planet. And, in many cases, the better alternatives are produced by newer, lesser-known brands you may not have heard of so you are getting double due-dilligence.

The name of this app gives its mission away: by "pushing out" a recommended product to you, it provides you with a choice (of "this or that") - and not umpteen sets of product and criteria to sort through to then make what may or may not be a good decision relative to product performance.

Most other apps in this space focus on analytics. They offer a "laundry list" of data for you to consider or allow you to look up data on each individual product or each product's ingredients. This app hones in on the most worthwhile recommendations for you to act on by also providing an immediate means for purchasing the product online and information about local (tri-state) retailers.

How do you choose the products?

Many people have commented, "How do you know what the 'best' product is?" Recommendations are inherently subjective, no doubt, but ours are very thoroughly vetted (see our [Methodology](#) section on our website for more on this). If we want to update an alternative to another product, then we are able to update the recommendation immediately.

By using the app, expect to learn about products that have been researched for verified sustainability and perform most like the less sustainable product that you should be switching from, with the benefit of often being locally made.

If you like our recommendations - use our site and app!

CHOICE offers quality of information and not quantity of data.

Data in CHOICE is driven by a selective human engine and not outsourced data. There is no algorithm, no formula, and no complicated nebulous rating system used. Just educated recommendations about some of the best performing products that are more sustainable than the products you may buy without the knowledge otherwise. In addition, we favor locally based brands as part of our recommendation system. Therefore you will not see analytics on over 100,000 products like other apps in this space. But you will be able to make a quick and well-informed decision that will not waste your money as you tinker and test an array of possible mediocre products or products with confusing or unfounded claims

Up until now, we have been building up our database focusing on the quality of products, and now, as we grow, we will be focusing on the quantity of products.

CHOICE is in version 1.0.

As such, please understand that we are constantly refining the app's recognition of UPCs. And, with your support (hint: download the app AND spread the word about it to others) we can aim to add many more additional products.

Share your feedback.

As a user of social media, you have the power to endorse or criticize a product recommendation made on the site or app. Your information is simple to deliver, and, at the same time, very powerful.

In terms of the app, here's some examples of feedback that you can EMAIL to us at feedback@myconsciencemychoice.com.

- Are the prompts clear? Too frequent?
- Which additional products do you want to see alternatives for?
- In addition to scanning did you use the search bar? Which do you like better?
- Do you find the favorites section helpful? What could make it better?
- If you are a Company with a Conscience, what do you think about having an icon over the image of your recommended products?
- Is the scanner working well for you?

- Is there something that you found by searching that should have come up when scanning?
- Are you getting the correct categorical recognition of products?
- Are you getting a lot of auto emails to notify us to add a product after scanning?
- Are you having technical difficulties using the app? Please email support@myconsciencemychoice.com

Reading this and still need to sign up to beta test?

Lastly, if you are reading this and still want to sign up, please email me at dory@myconsciencemychoice.com.

Please enjoy as you tinker with the app just out of the gate and its version 1.0 features. Please do not hesitate to offer us a healthy dose of feedback!

Thank you!



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Founder

My Conscience, My Choice LLC