

## Helpful Hints --- I'm Plastic Free: Making Plastic-Free Choices Easier

How many people know that non-toxic alternatives to plastic exist?

Many consumers want to reduce their reliance on plastic and make healthier, more sustainable choices, but finding trustworthy alternatives can be time-consuming and overwhelming. Researching materials, products and brands, while navigating greenwashing and conflicting information, can make knowing where to start difficult.

**I'm Plastic Free was created to make that process easier.**



Founded by Sunshine Coast-based Italian entrepreneur [Simona Paganetto](#), [I'm Plastic Free](#) is a global consumer platform helping eco- and health-conscious consumers discover non-toxic plastic alternatives for everyday products and reduce their plastic waste and microplastic exposure risks.

From [natural-fibre bedding](#) and [clothing](#) to [non-toxic cookware](#), [refillable soap](#), [compostable underwear](#), and [kettles with a plastic-free interior](#), the platform connects consumers with practical alternatives to conventional plastic-based products.

### From MedTech to plastic pollution

Simona's journey began in the global medical technology industry. Born in Italy, she spent more than a decade building an international career in MedTech in Switzerland before moving to Australia in 2013.

In 2014, while living in Airlie Beach in Queensland's Whitsundays, she began volunteering at beach clean-ups. Seeing the sheer amount of plastic entering the ocean and its impact on marine life changed her perspective.

Her research quickly revealed that plastic pollution was not simply a waste-management problem in developing countries, but a global issue. This experience planted the seed for what would eventually become I'm Plastic Free.

After relocating with her family, Simona founded the social enterprise in 2018.

### From marketplace to matchmaking platform

The journey was not straightforward. I'm Plastic Free initially sold eco-friendly products such as reusable straws to hospitality businesses, before evolving into an online marketplace connecting consumers with sustainable vendors.

The marketplace launched in 2020, during the COVID-19 pandemic, creating significant challenges around funding, logistics and supply chains.

Rather than giving up, Simona pivoted the business towards an educational and information platform that could connect consumers with solutions while generating revenue through affiliate partnerships.

I'm Plastic Free was relaunched in 2022 with a new focus: ***making it easier for consumers to find plastic alternatives backed by credible information.***

### A global resource for plastic alternatives

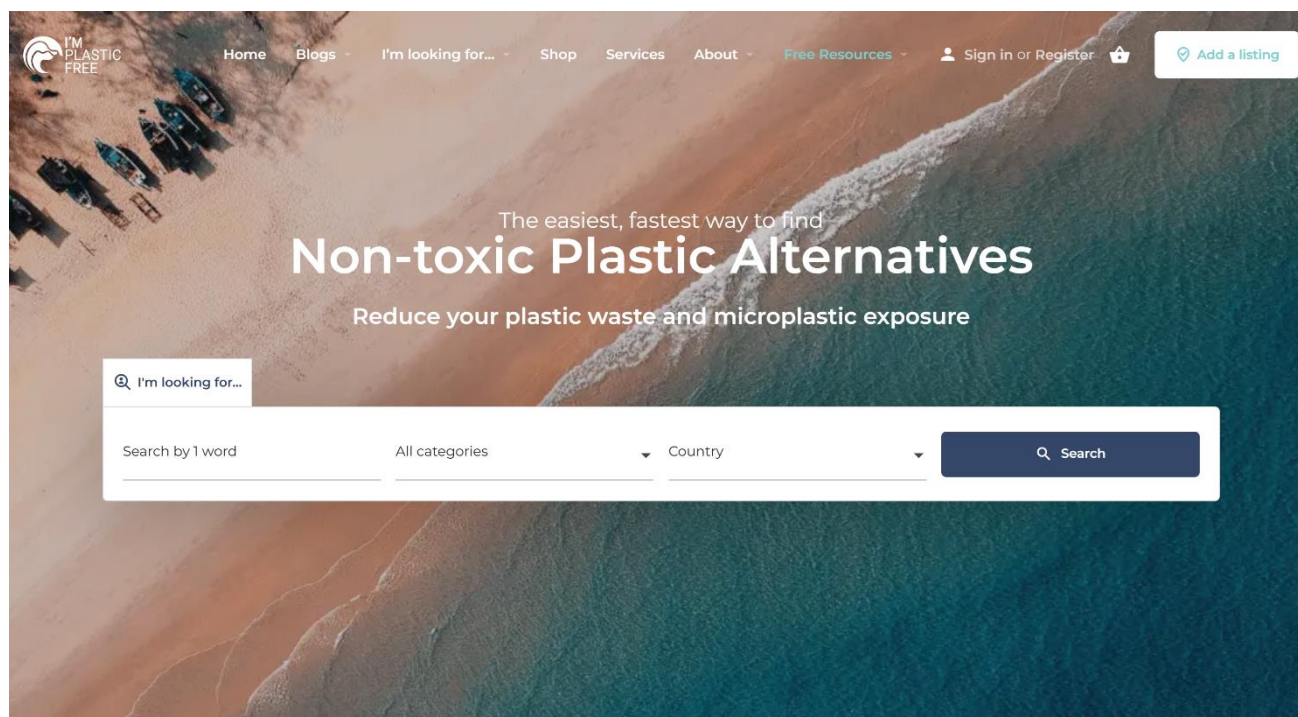
Today, I'm Plastic Free acts as a **matchmaking platform between consumers seeking better products and brands developing alternatives to conventional plastic-based products.**

Consumers can use the platform to:

- \* Discover practical ways to reduce plastic waste.
- \* Find alternatives made from natural, regenerative and other lower-impact materials.
- \* Reduce potential exposure to microplastics from everyday products.
- \* Stay informed about emerging research and developments.
- \* Discover brands creating more sustainable solutions.

The platform has published **more than 200 research-based articles and product guides** covering plastic pollution, microplastics, materials, consumer products and human health. Articles link to studies published in peer-reviewed scientific journals, helping readers understand the evidence behind the issues discussed.

What began with a beach clean-up in Queensland has grown into a global platform, now generating **close to one million organic page views annually**, with more than half of its traffic coming from the United States.



### **Making better choices easier**

At its heart, I'm Plastic Free is about making better choices easier. Consumers should not have to spend hours researching materials, products and brands to find alternatives to plastic. By bringing credible research, practical information and solutions together in one place, I'm Plastic Free helps make the transition away from unnecessary plastic simpler and more accessible.

### **Links:**

Website: <https://www.implasticfree.com/>

Instagram: <https://www.instagram.com/implasticfree/>

Facebook: <https://www.facebook.com/Implasticfree>

LinkedIn: <https://www.linkedin.com/company/i-m-plastic-free>

YouTube: <https://www.youtube.com/@implasticfree>

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