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Media Release

No Microplastics for My Family

Young Mum Launches Plastic-Free Homewares online

For many Australian parents, reducing plastic waste is about helping the environment.

For Queensland mum Joanne, it became something far more personal.

Concerned about the growing body of research into microplastics entering our food, water and everyday lives, Joanne decided to make simple changes at home. What began as replacing plastic items in her own kitchen has since grown into a new Australian online business dedicated to helping other families do the same.

"I didn't set out to start a business," Joanne said.

"I simply wanted to make healthier choices for my own family," she said. "The more I looked, the more I realised how difficult it was to find quality plastic-free alternatives all in one place."

"I thought if other families were asking the same questions, perhaps I could help."

Plastic Free Homewares offers carefully selected alternatives to many of the plastic products found in everyday households, making it easier for Australians to reduce their reliance on disposable and plastic-based items. The range includes kitchen essentials, food storage solutions, reusable cleaning products, natural brushes, stainless steel and glass alternatives, beeswax food wraps, eco-friendly cleaning accessories and a growing collection of sustainable homewares designed to last.

The business reflects a growing shift among Australian consumers who are looking for practical ways to reduce plastic use without completely changing their lifestyle. Rather than asking families to be perfect, Plastic Free Homewares encourages people to make one simple swap at a time.

Whether it's replacing plastic food containers with stainless, swapping synthetic dish brushes for natural alternatives, choosing reusable kitchen products or finding environmentally conscious household essentials, each small decision helps reduce plastic waste while creating a healthier home. For Joanne, the business is about giving families more choice.

"If every household replaces just a few everyday plastic items with products that are made to last, together we can make a meaningful difference. Small changes really do add up."



For more information, visit:

www.plasticfreehomewares.com.au

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A simple wish to reduce plastic in her own family's home inspired Queensland mum Joanne to launch Plastic Free Homewares, helping other Australian families make small, practical changes too.

ABOUT

Plastic Free Homewares

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Plastic Free Homewares is 100% Australian, family-owned, and committed to helping families embrace a simpler, lower-plastic lifestyle through practical, thoughtfully selected everyday products.

A Graduate Dietitian and High School Science Teacher, Joanne Kochanski is a full-time mum, passionate about nutrition, both for her family and others. She firmly believes that when it comes to microplastics, the fewer the better.