

Granola goes Glam

By Deborah Allard

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Just because a girl chooses to recycle, practice yoga, wear non-toxic perfume and eat organic spinach, doesn't mean she's willing to sacrifice that new pair of lime green heels in the name of a cause — not if she's "Glam-Granola."

The Glam-Granola movement, coined by Wendy Roy of Boston, is far from the 1960s and '70s earthy crunchy phase and seems to be more of a way of life for today's young woman in an increasingly earth friendly society.

"It identifies a demographic," Roy said. "It's very trendy right now, but it's not a trend. It's very genuine. It's very complete."

Glam-Granola, which Roy has decided is an adjective, means "glamorous, holistically minded, and compassionately aware." She said it's "kind of crunchy" in that it focuses on the earth and being good to humankind and animals, but not everyone who looks at a Glam-Granola girl will know she's green-minded. Centered and aware: yes. Frumpy: no.

Roy, 31, a songwriter and vocalist, may be on the verge of a mini-empire with her Glam-Granola concept, which includes a Web site, Glam-Granola products, a book, speaking engagements, and coming soon, a bath and body line and Glam-Granola Wellness Center and Spa.

Roy has been "green" for a long time, but her interest has grown over the past five or six years. "It's become a very substantial part of my lifestyle," she said. It's about celebrating the self with fine, organic foods; natural and beautiful clothing; holistic health and beauty products and cleaning supplies, as well as nurturing the soul and being good to the community and the environment.

Being green starts with the self, Roy said. Using organic and natural items as much as possible trickles down and reduces one's carbon footprint. "It's a good place to start," Roy said. "Look good, take care of the self and do good."

Earth Day, Roy said, is a day to celebrate. She said she plans to find a patch of grass somewhere in Boston and just sit for a while, centered and aware.

To learn about Roy's Glam-Granola book, to shop and be a part of the movement, visit

www.glamgranola.com.

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