This book project updates the existing political consumption literature by providing overviews of the ethical options available in non-traditional but highly desired product categories currently ignored by mainstream research. The book takes the form of a self-help guide that walks the reader through the various stages of life and the ethical consumption options faced in each. The college years may focus on coffee, clothes, technological devices and school choices; young professional years on green jobs, yoga classes, wine, cannabis, and wedding paraphernalia; mid-life on houses, pets, sex toys and baby products; retirement on ethical travel. The project is still in the earliest possible phases. Meetings with publishers for feedback are scheduled.