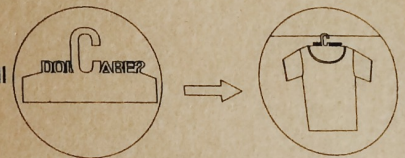




DO I CARE?

Use and reuse me!! I'M NOT JUST SOME PRETTY PACKAGING
IT CAN TAKE UP TO 1000 YEARS for a plastic hanger to break down and 85% end up in landfill
SO WE DECIDED THAT WE DON'T WANT OUR GREAT, GREAT, GREAT, GREAT GRAND CHILDREN TO FIND OURS



100% RECYCLABLE MATERIAL

DO I CARE?

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T. GREAT. GREAT GRAND CHILDREN TO FIND OURS.

100% RECYCLABLE MATERIAL



DO I CARE?

By buying this product you have shown that you care. Every time you buy an organic product you are a step closer to making a difference to the global impact of textile production.

THE FACTS

350
tonnes
of
CLOTHES
in the UK
go to
LANDFILL
per year



FASHION is the **SECOND**
most **POLLUTING INDUSTRY**
AFTER **OIL**

This is the amount
of water used to
create one single
t-shirt



YOUR IMPACT

This T-shirt has been fairly made and certified by GOTS Organic Cotton and has contributed to a reduction of 90% lower carbon emission. The reduction in global warming has been achieved by combining low impact organic farming, local manufacturing, efficient transportation and the use of renewable energy instead of the fossil fuel based grid electricity. This T-shirt's carbon footprint was reduced from 7kg CO₂e to 700g. This means that by purchasing this T-shirt you are contributing to a reduction of 62% lower energy use and 60% lower greenhouse emissions resulting in lower global warming potential. Thank you for caring.



FEELING CURIOUS?
WANT to learn
more ABOUT
SUSTAINABLE FASHION?

100% RECYCLABLE MATERIAL

COUENO



DO YOU CARE?

At DO I CARE we work hard to promote a more respectful and sustainable way of consuming fashion. By purchasing this organic T-Shirt you have shown that you care. Our planet will thank you for that.



We believe strongly that the way clothing is produced and consumed can have a major impact on

COUENO

We believe strongly that the way clothing is produced and consumed can have a major impact on the planet. Our T-Shirt has been fairly made and certified by GOTS Organic Cotton. This T-Shirt's carbon footprint was reduced from 7kg CO₂e to 700g simply by combining low impact farming, local manufacturing, effective manufacturing and effective transportation. This means that by purchasing this T-Shirt you have contributed to a reduction of 62% lower energy use and 60% lower greenhouse emissions resulting in lower global warming potential. Thank you for caring.



30°

IS BETTER

WASHING CLOTHES AT LOWER
TEMPERATURE USES 40% LESS
ELECTRICITY

LINE DRY YOUR LAUNDRY



2-3 KILOS OF CARBON EMISSION
IS PRODUCED FOR EVERY HOUR
A DRYER IS IN USE. HANG DRY
YOUR CLOTHES INSTEAD



**SWITCH TO
ORGANIC COTTON**



DONATE



WASH LESS

IF IN DOUBT ASK YOUR MUM
SHE'LL KNOW WHAT TO DO