SAVE THE PLANET, WEAR SUSTAINABLE.™

CHEAT SHEET

The apparel industry is the 4th largest polluter of air and water on Earth. Educated consumers can help clean things up. Know what's in your clothes and ***#wearsustainable***.

✓AWESOME

- Organic Cotton
- Lenzing Modal®
- Tencel®
- Recycled Polyester, Wool, Cotton
- Hemp
- bluesign®-Approved
- Standard 100 by Oeko-Tex®

✗ NOT-SO-AWESOME

- Conventional Cotton
- Acrylic
- Rayon/Viscose
- Bamboo
- Silk

AWESOME FIBERS

ORGANIC COTTON

Starts with GMO-free seed and follows practices that maintain soil health, water conservation, biodiversity and safe labor. Grown without the use of pesticides and predominantly rainfed.

LENZING MODAL®

Starts with sustainably grown beech trees and processed in an energy-efficient closed-loop system that reuses all by-products.

TENCEL®

Made from responsibly forested eucalyptus trees in a closed-loop system. Efficient, clean and 98% of by-products are recovered and reused.

RECYCLED POLYESTER, WOOL & COTTON

Recycled fibers are about as eco as you can get. Made from post-consumer plastic bottles and fabric scraps. Reduces emissions, water and virgin materials.

HEMP

A fast-growing, low-maintenance crop that's primarily rainfed, requires minimal chemical inputs, and can be used in its entirety. A phytoremediative crop that puts nutrients back into the land.

BLUESIGN® & OEKO-TEX® APPROVED

Third-party certifications take into account the use of energy, water, chemistry, emissions and worker safety during production. Most 3rd-party certifications are good indicators of sustainable production.

NOT-SO-AWESOME FIBERS

CONVENTIONAL COTTON

Grown from GMO seeds with large amounts of herbicides, inorganic fertilizers and hazardous pesticides. A very water-intensive crop due to irrigation.

ACRYLIC

Made from polyacrylonitrile, a soft plastic and known carcinogen in a chemical- and energy-intensive process. Waste water is difficult to treat and final fabric is nearly impossible to recycle.

RAYON/VISCOSE

Fibers made in an energy-intensive process that generally start with unknown tree sources. Toxic chemicals are used in the pulping and spinning processes, generating hazardous waste and unusable by-product.

BAMBOO

Converting stalky bamboo into soft fabric is a viscose process that requires high chemical and energy demands. Common issues with non-sustainable tree-sourcing also spur deforestation of ancient bamboo forests.

SILK

The growing and feeding of silk worms requires massive amounts of trees and growth hormones. It is not a rewnewable animal fiber, meaning silk worms die in the extraction process.

More information at
toadandco.com/sustainability

Verified industry sources: Textile Exchange Material Snapshots 2015, SAC Higg Index, Made-By Environmental Benchmark for Fibers

Printed on 100% post-consumer recycled paper

TOAD&CO
EVERY DAY IS AN ADVENTURE