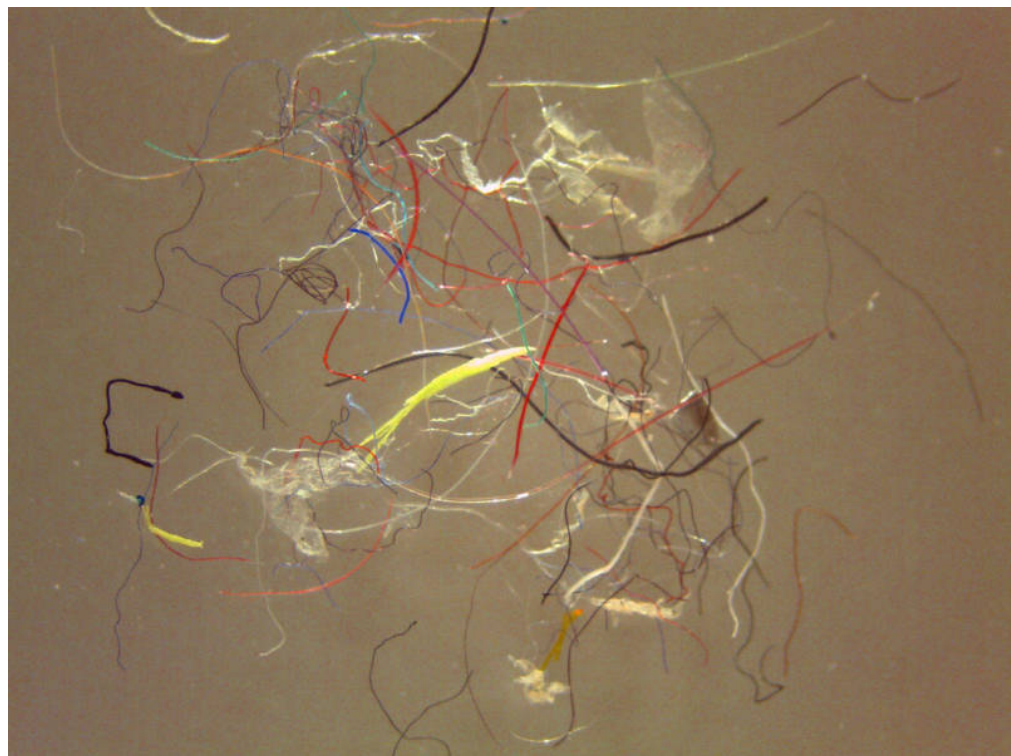
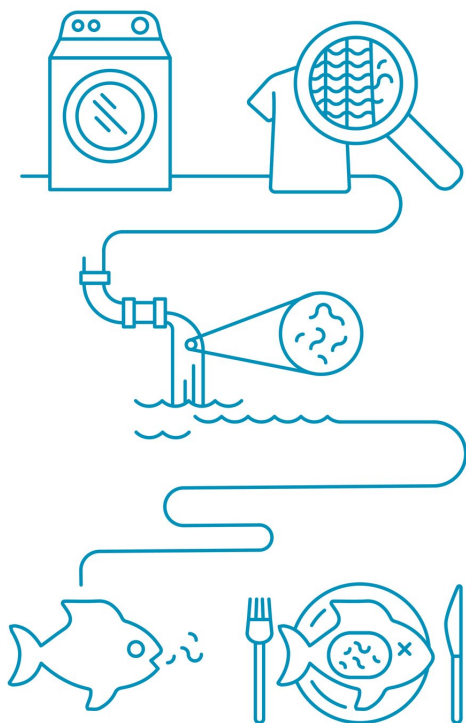


FLEECE and MICROFIBERS

It has been suggested that every time a fleece jacket is washed, more than 2,000 microfibers end up in the wastewater. Fleece is made up of plastic microfibers, and these microfibers are polluting waterways at an alarming rate. Since these fibers are too small to be filtered by many sewage plants, they flow into the ocean and adversely affect marine wildlife. These plastic microfibers do not biodegrade, bind with molecules of harmful chemical pollutants, and then enter the marine food chain through zooplankton, a vital source of food for fish and various marine mammals. The problem is worldwide.



How Microfibers end up in fish and Microfiber Particles

Some fabrics possibly should not be owned, or should be laundered very carefully. Look for garments made from natural fibers, like organic cotton, that are colored with natural dyes. Choose well and buy less to help stop unsustainable over-production. Buy second hand clothing. Wash less and wash better. Special laundry bags (the “guppyfriend washing bag”) exist which can be placed in the washing machine to capture shedding microfibers as clothes are tossed and spun. As a bottom line, choose brands that have policies that serve to protect the planet.

What we do makes a difference!

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