

A Shopper's Guide to Home Tissue Products



NRDC

THE EARTH'S BEST DEFENSE

Natural Resources
Defense Council
www.nrdc.org

Shop Smart, Save Forests

Ancient and other endangered forests are being destroyed to make toilet paper, facial tissues, paper towels and other disposable paper products. But you can help halt this destruction by pressuring the tissue products industry to change its practices and by making smart shopping decisions. This green guide provides you with a list of tissue paper products to buy—and a few to avoid. Visit www.nrdc.org/paper for a more extensive product list and to send a message to paper giant Kimberly-Clark, the maker of Scott, Cottonelle, Kleenex and Viva, telling the company to stop using virgin wood for throwaway tissue products.

Three Things You Can Do To Help Save Our Forests

1. **Buy paper products with recycled content—especially post-consumer fibers.**

Look for products that have a high recycled content, including high post-consumer content. Post-consumer fibers are recovered from paper that was previously used by consumers and would otherwise have been dumped into a landfill or an incinerator.

2. **Buy paper products made with clean, safe processes.**

Paper products are bleached to make them whiter and brighter, but chlorine used in many bleaching processes contributes to the formation of harmful chemicals that wind up in our air and water and are highly toxic to people and fish. Look for products labeled totally chlorine-free (TCF) or processed chlorine-free (PCF).

3. **Tell tissue manufacturers to stop using virgin wood for throwaway products.**

If a brand you buy for your home doesn't have any recycled content, contact the manufacturer. Tell the company to use more recycled fibers, to avoid sourcing from ecologically valuable forests such as those in the Cumberland Plateau and Canadian Boreal, and to ensure any virgin fibers used are certified by the Forest Stewardship Council. Saving forests also helps reduce global warming pollution.

NRDC provides this assessment of the environmental characteristics of tissue paper products to help consumers make informed choices. NRDC does not endorse any products.

For a more extensive list of at-home tissue products ranked by environmental attributes, visit www.nrdc.org/paper.



Facial tissues

If every household in the United States replaced just one box of virgin fiber facial tissues (175 sheets) with 100% recycled ones, ***we could save 163,000 trees.***

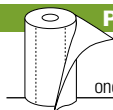
		% RECYCLED	% POST-CONSUMER	BLEACHING PROCESS
365 (Whole Foods)		100	80	PCF
Fluff Out		100	40	PCF
Green Forest		100	90	PCF
Hankies		100	40	PCF
Marcal		100	40	PCF
Natural Value		100	80	PCF
Seventh Generation		100	80	PCF
Small Steps		100	30	PCF
Kleenex	AVOID	0	0	ECF
Puffs	AVOID	0	0	ECF



Toilet paper

If every household in the United States replaced just one roll of virgin fiber toilet paper (500 sheets) with 100% recycled ones, ***we could save 423,900 trees.***

		% RECYCLED	% POST-CONSUMER	BLEACHING PROCESS
365 (Whole Foods)		100	>80	PCF
Ambiance		100	80	PCF
April Soft		100	80	PCF
Best Value		100	<40	PCF
CVS Earth Essentials		100	60	PCF
Earth First		100	<80	PCF
Earth Friendly		100	80	PCF
Fiesta		100	80	PCF
Green Forest		100	90	PCF
Marcal		100	40	PCF
Natural Value		100	80	PCF
Natures Choice		100	<40	PCF
Pert		100	<40	PCF
Seventh Generation		100	80	PCF
Small Steps		100	30	PCF
Sofpac		100	40	PCF
Trader Joe's		100	80	PCF
Charmin	AVOID	0	0	ECF
Cottonelle	AVOID	0	0	ECF



Paper towels

If every household in the United States replaced just one roll of virgin fiber paper towels (70 sheets) with 100% recycled ones, ***we could save 544,000 trees.***

		% RECYCLED	% POST-CONSUMER	BLEACHING PROCESS
365 (Whole Foods)		100	>80	PCF
Atlantic		100	80	PCF
Best Value		100	<40	PCF
CVS Earth Essentials		100	60	PCF
Earth First		100	<80	PCF
Earth Friendly		100	80	PCF
Fiesta		100	80	PCF
Green Forest		100	90	PCF
Marcal		100	>60	PCF
Natural Value		100	80	PCF
Natures Choice		100	<40	PCF
Pert		100	<40	PCF
Seventh Generation		100	80	PCF
Small Steps		100	70	PCF
Trader Joe's		100	80	PCF
Bounty	AVOID	0	0	ECF
Viva	AVOID	0	0	ECF



Paper napkins

If every household in the United States replaced just one package of virgin fiber napkins (250 count) with 100% recycled ones, ***we could save 1 million trees.***

		% RECYCLED	% POST-CONSUMER	BLEACHING PROCESS
365 (Whole Foods)		100	>80	PCF
Bella		100	40	PCF
CVS Earth Essentials		100	60	PCF
Earth First		100	<80	PCF
Green Forest		100	90	PCF
Marcal		100	>60	PCF
Natural Value		100	80	PCF
Seventh Generation		100	80	PCF
Small Steps		100	70	PCF
Bounty	AVOID	0	0	ECF
Kleenex	AVOID	0	0	ECF