

KIMBERLY-CLARK: ANCIENT FOREST CRIMINAL #1

Kimberly-Clark is turning ancient forests into products that are used once and then thrown away. Because of Kimberly-Clark, ancient forests like Canada's Boreal are literally being flushed down the toilet.

DISPOSABLE PRODUCTS - DISPOSABLE FORESTS?

In North America, less than 19 percent of the pulp Kimberly-Clark uses to make disposable tissue products like toilet paper, facial tissue, napkins, and paper towels comes from recycled sources. The rest comes directly from forests. In fact, many of the company's products, including Kleenex brand facial tissue, contain no recycled materials whatsoever.



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BOREAL FOREST UNDER THREAT!

The Boreal forest stretches across northern Canada, from the Alaskan border to Labrador. It has existed for more than 10,000 years and is the largest ancient forest left in North America. Its diverse and awe-inspiring landscape is home to hundreds of wildlife species, including moose, lynx, wolf, caribou, bears, eagles, hawks, and owls. Many of the species dependant on the Boreal are in danger of extinction.

80% of the world's ancient forests have already been destroyed.

WHAT WE WANT

We want Kimberly-Clark to stop purchasing virgin fibre from endangered forests; dramatically increase the amount of recycled fibre in all its tissue products; begin purchasing fibre from Forest Stewardship Council eco-certified logging operations; and phase out the use of damaging chlorine dioxide for bleaching tissue.



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WIPING AWAY ANCIENT FORESTS

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