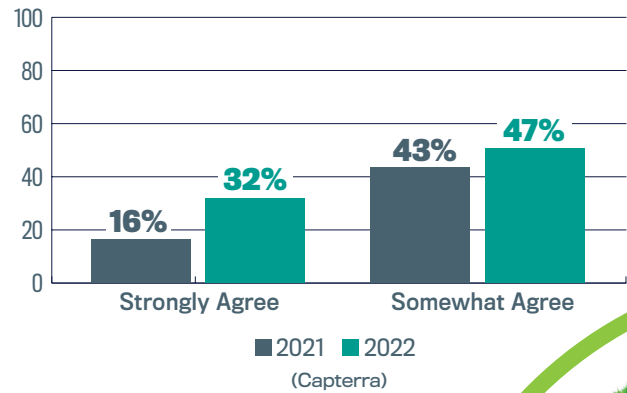


# EYE-OPENING SUSTAINABILITY STATS

The world economy is only **9.1% circular** - where products are **reused** or **remade** rather than trashed at the end of their original lifecycle.  
 (International Institute for Sustainable Development)



“The purchase price of sustainable products is reasonable.”



The average American throws away **80 pounds of clothing** a year - and **\$500 billion** is lost due to a lack of reuse and recycling. **Less than 1%** of all textile waste is recycled into new garments globally.  
 (Panaprium)



**87%** of consumers in the **U.S., U.K. and Canada** think major e-commerce retailers should **cut back** the amount of **plastic packaging** they use.  
 (Oceana)



## 1.5 Years

The amount of time it takes the Earth to regenerate the resources used in a year.

(International Institute for Sustainable Development)

Approximately **36%** of **all plastic produced** is used to create **packaging**, **85%** of which **ends up in landfills**.  
 (World Economic Forum)



**77%** of consumers say they would **stop buying products** from a company that had been found **guilty of making false environmental claims**, also known as **greenwashing**.  
 (NielsenIQ)



**9%** Percentage of **plastic waste** globally that is recycled.  
 (OECD)



**45%** of consumers want brands to make **labeling for sustainable claims easy to understand**.  
 (NielsenIQ)

