

DRESS TO SHED LESS PLASTIC

TIPS FOR REDUCING THE PLASTIC FOOTPRINT
OF YOUR WARDROBE



Plastic Soup Foundation

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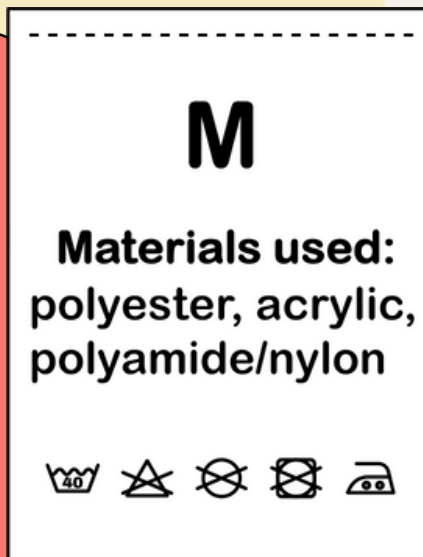
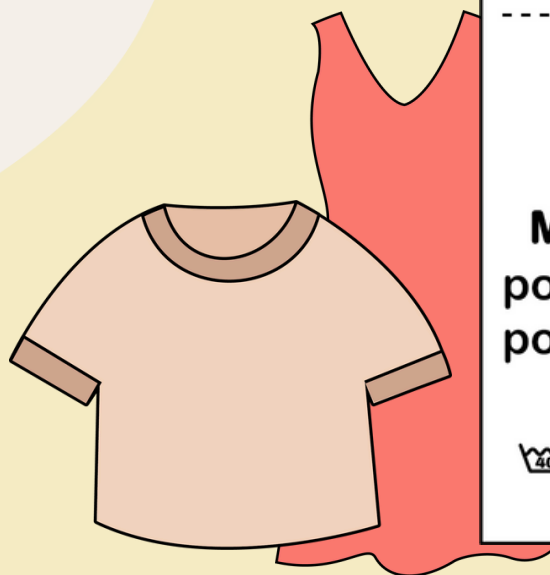
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PLASTIC
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PLASTIC IN OUR CLOTHES



Fashion's 'Not So Fun-Facts'

Almost 70% of our clothes are made of plastic. Acrylic, nylon, elastane, and especially polyester are the most common.

These synthetic clothes release (shed) microplastic fibers non-stop: when they're made, washed, worn, and thrown out.

Textile microfibers are smaller than five millimeters so they slip through filtration systems and end up in our rivers and oceans, polluting nature and entering our food chain.

That's why microplastics (largely from textiles) are now found from the North Pole, to inside most humans' bloodstreams. Scientists around the world are sounding the alarm because they're worried about long-term, irreversible effects.

MICROFIBRE POLLUTION IN WATER



WASHING DETERGENTS



SYNTHETIC CLOTHES



WASHING MACHINE



CLOTHES SHED MICROFIBERS INTO THE WASTEWATER



WASTEWATER TREATMENT PLANTS CANNOT FILTER THE MICROFIBERS

MICROFIBERS POLLUTE THE FOOD CHAIN IRREVERSIBLY



MICROFIBERS ATTRACT ORGANIC POLLUTANTS



HEALTH PROBLEMS CAUSED TO ANIMALS AND HUMANS





MICROFIBERS ALL AROUND US



Our waterways and air are seriously polluted with these microplastics. In Paris and London for instance, 17-29 percent of the air contains these little particles!

Not surprisingly, microplastics are suspected to be extremely unhealthy. They're found in our lungs where they can cause infections, and in the human placenta, bloodstream, and mother's milk.

WE ARE HERE TO HELP!

We understand that this information is overwhelming and might even be a little scary. But we are here to help you understand what your clothes are made of. And to help you shed substantially fewer plastic microfibers.

This guide gives you tips on sustainable shopping habits, washing routines and other ways to 'neutralize' the most polluting aspect of the clothing industry: fast fashion!



CHECK YOUR LABEL

FIBERS

MAN-MADE FIBERS

SYNTHETIC

**POLYESTER
NYLON
ACRYLIC
SYNTHETIC FUR
ARTIFICIAL LEATHER
& SUEDE
POLYURETHANE
ETC.**

REGENERATED

Chemical modification has changed the structure, so it is no longer biodegradable.

**VISCOSE
RAYON
LYOCELL
ACETATE
BAMBOO
ETC.**

PLANTS

**COTTON
JUTE
HEMP
LINEN
ETC.**

NATURAL FIBERS

ANIMALS

**SILK
WOOL
FUR
LEATHER
ETC.**

WASHING ROUTINE



These tips will help you shed less fibers when you wash and dry your clothes, and protect your garments at the same time!



Fill up your washing machine to the max.



Use washing liquid instead of powder. Try to refill your liquid detergent bottles.



Don't use long programs unless needed



Dry spin your clothes at low revolutions.



Use a fabric softener.



Wash at a low temperature.



Wash clothes less often.



Don't mix clothes with other items like shoes or backpacks.



Air dry your laundry.



Reduce rotation speed and skip the spin cycle.



If you would be up for using a washing machine filter, you'd take out 90% of microfibers. [PlanetCare](#) makes one that is easy to install and works great!

SHOP SUSTAINABLY



Every time you spend money, you vote for the kind of world you want to live in. Changing how and why you buy your clothes could change the fashion industry. Let's encourage them to make more planet-friendly clothing. Here are some tips to help you.



Repair your clothes instead of throwing them out. Are they beyond repair? There might be a textile recycling initiative close by. If you live in the Netherlands, you'll find a designated container in most cities.



Feel like changing up your wardrobe? Do clothing swaps with friends or use a swap app.



Buy what you need. Next time you're in a shop, ask yourself: "Do I really need a 3rd pair of black jeans?"



Buy second-hand as much as possible. New clothes shed more fibers during the first 5-10 washes.



Try to look for natural fabrics like organic cotton, linen, hemp, or recycled wool.



Buy from brands that commit themselves to transparency, sustainable sourcing, and fair production practices.

RAISE AWARENESS



Spreading the word, joining forces with like-minded people, and getting together to raise your voices can be very effective ways to make a point. Let's all try to nudge the fashion industry toward an accountable, transparent business model! Here are a few ways to start...



Raise awareness and spread the word to people around you -- share this guide -- call out greenwashing practices -- support actions like Second-hand September & Green Friday.



Post comments or send emails to your favourite brands. Hold them accountable and ask them to move towards slow fashion and durable clothing.



Donate your skills, time, or money to organizations that are addressing this issue and are trying to bring sustainable laws and practices to the fashion industry. If you can, [donate here!](#)

Questions? Get in touch!

