

A Shopper's  
Guide to  
Home Tissue  
Products



## Shop Smart, Save Forests

**A**ncient 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](http://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.**

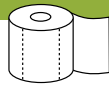
If a brand you buy for your home doesn't have any recycled content, contact the manufacturer. Tell the company to use more recycled fibers, to avoid sourcing from ecologically valuable forests such as those in the Cumberland Plateau and Canadian Boreal, and to ensure any virgin fibers used are certified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



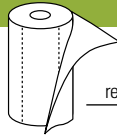
If every household in the United States replaced just one box of virgin fiber facial tissues (175 sheets) with 100% recycled ones,

		PERCENT RECYCLED	PERCENT POST-CONSUMER	BLEACHING PROCESS
Fluff Out		100	40	PCF
Green Forest		100	40	PCF
Hankies		100	40	PCF
Marcal		100	40	PCF
Seventh Generation		100	20	PCF
Kleenex	<b>AVOID</b>	0	0	ECF
Puffs	<b>AVOID</b>	0	0	ECF



If every household in the United States replaced just one roll of virgin fiber toilet paper (500 sheets) with 100% recycled ones,

		PERCENT RECYCLED	PERCENT POST-CONSUMER	BLEACHING PROCESS
365 (Whole Foods)		100	>80	PCF
Ambiance		100	80	PCF
April Soft		100	80	PCF
Best Value		100	<40	PCF
Earth First		100	80	PCF
Fiesta		100	80	PCF
Green Forest		100	40	PCF
Marcal		100	40	PCF
Planet		100	80	PCF
Pert		100	<40	PCF
Seventh Generation		100	80	PCF
Sofpac		100	40	PCF
Charmin	<b>AVOID</b>	0	0	ECF
Cottonelle	<b>AVOID</b>	0	0	ECF



If every household in the United States replaced just one roll of virgin fiber paper towels (70 sheets) with 100% recycled ones,

		PERCENT RECYCLED	PERCENT POST-CONSUMER	BLEACHING PROCESS
365 (Whole Foods)		100	>80	PCF
Atlantic		100	80	PCF
Best Value		100	<40	PCF
Earth First		100	80	PCF
Fiesta		100	80	PCF
Green Forest		100	40	PCF
Pert		100	<40	PCF
Marcal		100	>60	PCF
Planet		100	80	PCF
Seventh Generation		100	80	PCF
Bounty	<b>AVOID</b>	0	0	ECF
Scott	<b>AVOID</b>	0	0	ECF
Viva	<b>AVOID</b>	0	0	ECF



If every household in the United States replaced just one package of virgin fiber napkins (250 count) with 100% recycled ones,

		PERCENT RECYCLED	PERCENT POST-CONSUMER	BLEACHING PROCESS
365 (Whole Foods)		100	>80	PCF
Bella		100	40	PCF
Earth First		100	80	PCF
Green Forest		100	40	PCF
Marcal		100	>60	PCF
Seventh Generation		100	80	PCF
Bounty	<b>AVOID</b>	0	0	ECF
Scott	<b>AVOID</b>	0	0	ECF
Kleenex	<b>AVOID</b>	0	0	ECF