

Be Climate Smart Wear More. Wash Less®



Polygiene®
STAYS FRESH

Polygiene technology makes clothes stay fresh and odor free so they can be washed less frequently.

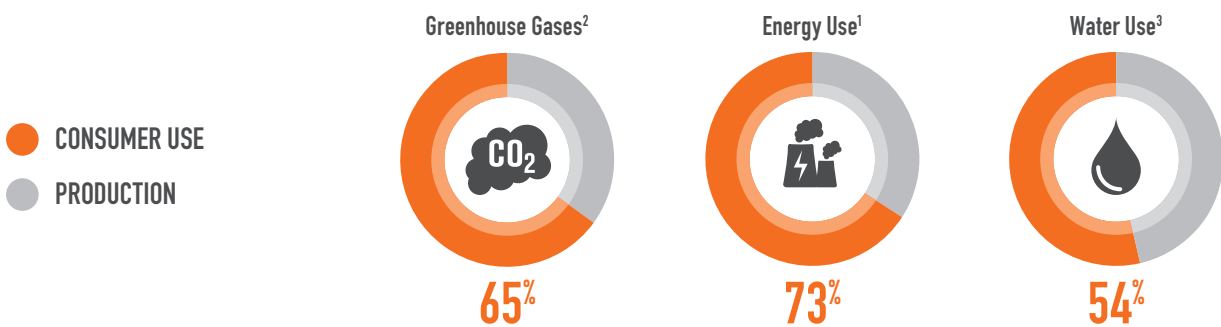
Recycled materials, safer chemicals, and lifecycle analysis are just a few examples of the steps apparel brands are taking to understand and reduce their impacts on the environment. While these efforts are important, consumers can do even more to reduce the

environmental impact of apparel simply by washing clothes less frequently. Polygiene technology enables this by controlling odor in textiles. If we all Wash Less, we reduce our carbon footprint, extend the life of our clothing and save energy, water, time and money.

2/3 OF THE ENVIRONMENTAL IMPACT OF APPAREL OCCURS DURING CONSUMER USE¹

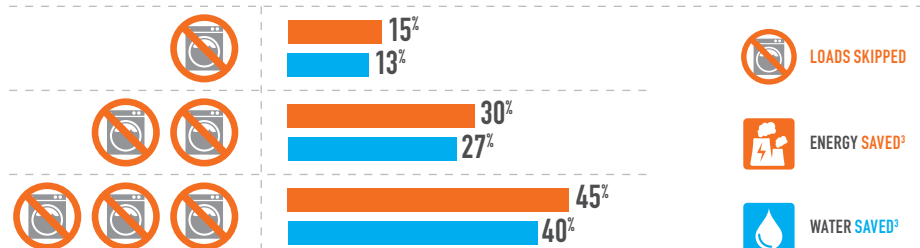


BREAKDOWN OF ENVIRONMENTAL IMPACT DURING A GARMENT'S LIFECYCLE



WASH LESS
SAVE ENERGY
SAVE WATER

The more you wear a garment between washes, the more you reduce the environmental impacts that occur during its lifecycle.



WASH LESS. SAVE TIME.⁶

The less you wash the more free-time you gain to do the things you enjoy.



AVERAGES BASED ON 392 LOADS OF LAUNDRY PER YEAR⁵:

:28 min
SPENT
per load*

* Sorting and folding

3.5 hrs
SPENT
per week

8
LOADS PER WEEK

LOADS SKIPPED
per week



TIME SAVED
per week

:28 min

FREE-TIME GAINED**
per year



:56 min



1:24 hrs



** Based on an 8 hour work day

WASH LESS. SAVE MONEY.⁴

392
LOADS PER YEAR⁵

LAUNDRY COSTS



=

\$1.34
per load



\$525
per year

Reduce YOUR carbon footprint.

Extend the life of your garment. Save Energy, Water, Time and Money.



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STAYS FRESH

1 Data Compiled from apparel LCA Studies: "Well Dressed?," University of Cambridge Institute for Manufacturing, Cambridge, 2006; "A Product Lifecycle Approach to Sustainability," Levi Strauss & Co., San Francisco, 2009; "Streamlined Lifecycle Assessment of 2 Marks and Spencer Apparel Products," Environmental Resources Management, Oxford, 2002; "Lifecycle Analysis (LCA): Womens Knit Polyester Blouse," Franklin Associates, 1993; "Apparel Lifecycle Carbon Mapping," Business for Social Responsibility, 2009.
2 Data Compiled from apparel LCA Studies: "A Product Lifecycle Approach to Sustainability," Levi Strauss & Co., San Francisco, 2009; "Apparel Lifecycle Carbon Mapping," Business for Social Responsibility, 2009.
3 "A Product Lifecycle Approach to Sustainability," Levi Strauss & Co., San Francisco, 2009. Based on a lifecycle of 2 years with 104 laundry cycles.
4 "Laundry Costs Calculator", <http://michaelbluejay.com/electricity/laundry.html>, assuming electricity costs \$0.15/kWh, water costs \$5.50/1000 gal., and detergent costs \$0.20/load in a top-loading washer with electric water heater and dryer.
5 U.S. Department of Energy test procedure Code of Federal Regulations, Title 10, Section 430 Appendix J1.
6 Data compiled from: "Women's Work and Wages", Inga Persson and Christina Jonung ed., Routledge, 1998; "Measuring Time Spent in Unpaid Household Work: Results From the American Time Use Survey", Rachel Krantz-Kent, Monthly Labor Review, 2009.