

Cotton:

Growing cotton uses an enormous amount of water. For producing 1kg of cotton we need to use 20,000 liters water. This roughly equals one T-shirt and a pair of jeans (includes the whole process). Needless we need to think about approximately 450g of fertilizers, 16g of pesticides, and 60MJ of energy that is needed to create the cotton. I hope these numbers will make you rethink your future purchases.

Another sad truth about cotton: Conventional cotton is the dirtiest crop on earth because it consumes 16% of the world's insecticides and requires \$2 billion in pesticides each year.

Organic Cotton:

You will be surprised but organic cotton has the same quality as conventional cotton, BUT doesn't have the negative impact on the environment. Organic cotton uses up to 71% less water than conventional cotton, also organic cotton farmers are not exposed to harmful substances.

4 crucial benefits from organic cotton

- Less pollution
- Better health
- The natural way
- Helping others living a decent life

Simply said, organic cotton is the future!

