

Greenpeace Shopper's Guide

Ancient Forest Friendly Tissue Products



GREENPEACE

Why Produce a Shopper's Guide to Tissue Products?

The production of some types of disposable tissue products such as toilet paper, paper towels, facial tissue and napkins is a serious factor in the destruction of Canada's ancient forests.

Over 700,000 tonnes of disposable tissue products are used each year in Canada, much of which are produced from ancient forests. The average Canadian uses about 22kg of these products every year including approximately 100 rolls of toilet paper. If you were to roll out this amount of toilet paper it would extend to about 5 kilometres. Multiply this amount by several million people and you can better understand the impact the production of disposable tissue products has on an ancient forest like the Boreal forest in Canada.

Yaroshenko/Greenpeace



Taylor/Greenpeace

Greenpeace believes that it is simply wrong that corporations are turning ancient forests into disposable paper products. Ancient forests are literally being flushed down the toilet every day by millions of consumers across Canada. This needs to stop.

As consumers, we have the opportunity and a responsibility to make smart purchasing decisions that help protect our natural environment. One of the best and simplest ways to take action for ancient and endangered forests is to not use or buy disposable tissue products made from destructive logging practices.

Many alternatives to tissue products made from ancient forests exist today. Tissue products made from 100% recycled paper are of equal quality, value, and price and can be bought at most major grocery, health food, and corner stores.

Greenpeace is working with the manufacturers of disposable tissue products to maximize the recycled content of their products. But we need your help – please do your part by using your purchasing power to send a message to the manufacturers of disposable products that refuse to protect ancient forests.

Typoththerapy/Greenpeace



Greenpeace and Ancient Forests

Throughout the world, ancient forests are in crisis. Many of the plants and animals that live in these forests face extinction. And many of the people and cultures who depend on these forests for their way of life are also under threat. Ten million hectares of ancient forest are being cleared or destroyed every year. That's an area the size of a soccer field every two seconds. In fact ancient forests cover only seven percent of the Earth's land surface; nearly four fifths of all ancient forests have already been lost.

The world's ancient forests are truly diverse. They include boreal, temperate and tropical forests, coniferous and broadleaf forests, rainforests and mangroves. Together they maintain environmental systems that are essential for life on Earth. They influence weather by controlling rainfall and evaporation of water from soil. They help stabilise the world's climate by storing large amounts of



Adrian Dorst/Greenpeace



Traver/Greenpeace

carbon that would otherwise contribute to climate change. These ancient forests are home to millions of people who depend on them for their survival – both physically and spiritually. These forests also house approximately two-thirds of the world's land-based species of plants and animals.

But the news is not all bad. A final chance remains to protect these forests and the life they support. Greenpeace is working around the world to protect ancient forests through lobbying, science, public education, markets mobilization and peaceful protests. In Canada, we are engaged in a solution process for the Great Bear Rainforest and we are actively working to protect vast expanses of ancient forests like the Boreal. You can begin to do your part by shopping wisely.

If each household in Canada replaced 1 roll of virgin toilet paper with just 1 roll of recycled toilet paper, we could save:

47,962 trees.

3,204 cubic metres of landfill space, equal to 181 full garbage trucks.

65,5 million litres of water, a year's supply for 135 families of four.

Avoid 4,567 kilograms of air and water pollution from manufacturing.

What is the Boreal Forest?

Canada's Boreal forest is an ancient forest that stretches across the country, from Canada's western most province to the east coast of the country. It is Canada's largest ecosystem and encompasses almost 53 per cent of the country's total landmass.

The magnificent Boreal forest is part of a green crown, circling the top of the world, extending across far northern Europe, Russia, Alaska and, of course, Canada. Canada's Boreal forest has been evolving for over 10,000 years and is the largest tract of ancient forest left in North America. Almost 80 per cent of the world's original forests have been degraded or completely destroyed, making the protection of the Boreal forest all the more important. Representing 25 per cent of the world's remaining ancient forests, Canada's Boreal forest is a truly global treasure. It is critical as a carbon sink for battling climate change as well as being home to hundreds of wide-ranging wildlife species. Moose, caribou, lynx, bear and wolves depend on the wide Boreal expanses, while eagles, hawks, owls,



Earthroots/Greenpeace



Taylor/Greenpeace

geese and 30 per cent of North America's songbirds and 40 per cent of its waterfowl nest in the forests and wetlands. In fact, nearly 5 billion birds migrate north to breed after wintering in warmer climates. It is a diverse and awe-inspiring landscape of granite outcrops, lakes, rivers, and marshes interspersed with pine, spruce, aspen and poplar forests.

The Boreal forest also contains a rich cultural legacy and is a source of sustenance for indigenous peoples of Canada – First Nations and Métis. Almost 80 per cent of Canada's more than 1-million aboriginal people live in more than 600 communities in Canada's forest regions and many depend on wilderness lands, waters, and wildlife for their livelihood and spiritual well-being. Many northern communities depend on the Boreal forest for employment. It is vitally important that these communities be both economically and ecologically sustainable. Greenpeace believes that these go hand in hand.

Your Right to Know

Greenpeace has produced this Shopper's Guide to give you, the consumer, the information you need to reject products that contribute to ancient forest destruction. As a concerned citizen, you have the right to know what goes into the products you use on a daily basis. Many tissue product companies do not actively advertise the source of their products. We believe that if consumers better understand the link between the destruction of ancient forests and many disposables tissue products, sales of environmentally damaging products will decline and tissue manufacturers will change their ways.

Petersen/Greenpeace



How We Did It

The information in this guide comes primarily from direct communications between Greenpeace and the manufacturers of disposable tissue products. Manufacturers were asked to audit their supplies and guarantee in writing that their products were ancient forest friendly. At minimum, we asked manufacturers if they were willing to commit to a corporate policy that would utilise only recycled or sustainably produced fibre for their products in future. Greenpeace volunteers also visited grocery, corner and health food stores across the country to gather information on exactly what products are being sold to consumers. This information has been compiled in this reader-friendly print version of the Shopper's Guide and in an up-to-date and searchable online version available from the greenpeace.ca website.

Products or pulp certified by the Forest Stewardship Council (FSC) have been given an environmental stamp of approval. FSC certification is the only guarantee of sustainably managed forests.



A Note on Tricky Recycled Symbols

Recycled symbols on the packaging of disposable tissue products can be confusing. Sometimes these symbols refer only to the plastic packaging or cardboard box rather than the product itself. Other times, the recycled symbol will refer to the cardboard roll in the center of toilet paper or paper towels. It is important to carefully read the text that goes with this symbol to make sure that the tissue product itself is made from recycled fibres! Be an informed consumer, shop wisely.



How to use this Shopper's Guide

- **GREEN list:** this section lists tissue companies and brands of tissue products for which a manufacturer has made a firm commitment to ensure that its products:
 - are ancient and endangered forest friendly,
 - have a high post-consumer recycled and/or alternative fibre content,
 - are produced without chlorine.

The message to consumers is that these products should be preferentially purchased above all other options. *

- **YELLOW list:** this section is for disposable products that Greenpeace believes may be ancient forest friendly. Greenpeace, however, can not guarantee this. This will be due to either the manufacturer failing to respond to Greenpeace's request to make a formal, written pledge or because there is a lack of clarity or certainty over the accuracy of the claim. The message in this case to consumers is that the purchase of these products is not suggested and thus should generally be avoided with preference given to GREEN-listed products.

- **RED list:** this section lists tissue companies and brands of disposable tissue products that contain ancient and/or endangered forest fibres and/or whose products are bleached with chlorine. This list also contains companies that have refused to make commitments to purchasing recycled or Forest Stewardship Council-certified fibres for their products in the future. The message to consumers is that these products are not ancient forest friendly and should definitely be avoided.

*A note on GREEN listed products:

Manufacturers and brands that have made a commitment to maximize the recycled content of their products without delay and introduce Forest Stewardship Council-certified fibres if necessary are listed in the green list.

Toilet Paper

Facial Tissue

Green

Cascades*
Cascades
Doucele
North River
Décor
New Horizon

Earth Friendly Products
Metro/Briska*
Merit Selection
Econochoice

Seventh Generation
Seventh Generation

Super C*
Super C

Cascades*
Cascades
North River
New Horizon

Seventh Generation
Seventh Generation

Green

Yellow

Atlantic Packaging
Fiesta
April Soft
Ambiance
Atlantic

Basic Choice
Basics for Less
Best Buy

Dominion/A&P
Equality
Loblaws/Sunfresh/Provigo
PC Green

Sobeys
Smartchoice
Twice as Soft

Yellow

Red

Dominion/A&P
Master Choice

Irving Paper
Royale
Royale Ultra
Royale Kitten Soft

Jean Coutu
Personnelle

Kimberly-Clark
Kleenex

Kleenex Ultra Soft

Loblaws/Sunfresh/Provigo
President's Choice (PC)
PC Super Soft
PC 3 Ply
No Name
No Name Premium

Procter and Gamble

Charmin

Rexal
Soft Touch

Scott Paper
Cottonelle
Cottonelle Ultra
White Swan
Purex
Purex Pillow Soft
Scott Premium
Soft & Pure
Capri

Shoppers Drug Mart/Pharmaprix
Life
Life Cuddly Soft

Sobeys
Our Compliments

Uniprix
Option +

Zellers
Truly

Dominion/A&P
Equality
Master Choice

Irving Paper
Majesta
Royale
Royale Ultra

Jean Coutu
Personnelle

Kimberly-Clark
Kleenex
Kleenex

Expressions
Kleenex Family
Kleenex Ultra

Loblaws/Sunfresh/Provigo
President's Choice (PC)
PC plus Lotion
No Name

Metro/Briska
Merit Selection

Procter and Gamble
Puffs
Puffs plus Lotion
Puffs Extra
Strength
Puffs Extra Large

Rexal
Rexal

Scott Paper
Scotties
Scotties Lotion
Scotties Supreme
White Swan

Shoppers Drug Mart/Pharmaprix
Life
Life Ultra

Sobeys
Our Compliments

Super C
Super C

Uniprix
Option +

Red

Paper Towels

Napkins

Green

Cascades*
Cascades
Doucelle
Décor
North River

Earth Friendly Products
Metro/Briska*
Econochoice
Merit Selection

Seventh Generation
Seventh
Generation

Super C*
Super C

Cascades*
Décor
New Horizon
North River
Perkins

Metro/Briska*
Econochoice
Merit Selection

Seventh Generation
Seventh
Generation

Super C*
Super C

Green

Yellow

Atlantic Packaging
Fiesta
Atlantic
Atlantic Extra
Absorbent

Dominion/A&P
Equality
Earth Friendly Products

Loblaws/Sunfresh/Provigo
PC Green

Sobeys
Smartchoice
Jumbo

Atlantic Packaging
Atlantic
Champion

Loblaws/Sunfresh/Provigo
No Name

Sobeys
Smartchoice

Yellow

Red

Irving Paper
Royale Premier
Majesta

Procter and Gamble
Bounty
Bounty Ultra
Bounty White

Super Mega
Scot Towels
Ultra
Viva
White Swan

Sobeys
Our
Compliments

Uniprix
Option +

Jean Coutu
Personnelle

Loblaws/Sunfresh
No Name
PC Ultra
Absorbent

Rexall
Soak Up!
Scott Paper
Scot Towels
Scot Towels

Shoppers Drug Mart/Pharmaprix
Life
Life Extra Strong
Life Thirsty

Irving Paper
Royale
Royale Ultra

Kimberly-Clark
Kleenex
Kleenex
Boutique
Kleenex Hi-Dri

Loblaws/Sunfresh/Provigo
President's
Choice (PC)

Marti Gras
Procter and Gamble
Bounty

Scott Paper
Scott Napkins
White Swan

Sobeys
Our
Compliments

Shoppers Drug Mart/Pharmaprix
Life

Red

Take Further Action

We need your help. Please use your purchasing power to send a message to destructive tissue companies.

In Canada, two manufacturers of disposable tissue products stand out as being particularly resistant to increasing the recycled content of their products and going ancient forest friendly. Both Kimberly-Clark (makers of the Kleenex brand of products) and Procter and Gamble (makers of Charmin, Puffs, and Bounty products) manufacture disposable tissue products from ancient and endangered forests. As well, many of their products contain very low levels of recycled materials.

Consider writing a letter to Kimberly-Clark and Procter and Gamble demanding that they:

- 1) increase the recycled content of their disposable tissue products,
- 2) stop sourcing virgin fibre from ancient and endangered forests.

Creating disposable paper products out of ancient forests like the Boreal forest is wasteful and wrong. Let them know that you will refuse to purchase their products until they make changes.

Thomas Falk, CEO
Kimberly-Clark
351 Phelps Dr.
Irving, Texas 75038
Fax: (972) 281-1490

A.G. Lafley, CEO
Procter and Gamble
One Procter & Gamble Plaza
Cincinnati, Ohio 45202
Fax: (513) 983-4381



Greenpeace/Vinai

Here are a few more ways you can help protect ancient forests every day:

- **Rethink** your use of disposable paper products like facial tissue, paper towels and napkins. Consider using cloth napkins to wipe your hands and cloth towels to wipe up spills. Think about purchasing and using a washable handkerchief to blow your nose instead of facial tissue.
- **Buy Recycled.** When you buy paper products such as toilet paper and office paper make sure they have a high level of post-consumer recycled content – 100% recycled is best.
- Look for the **FSC** (Forest Stewardship Council) logo on wood and paper products. If you cannot find FSC-certified products, then ask your retailer to stock them. FSC is the only guarantee of sustainably managed forests.



www.greenpeace.ca
1.800.320.7183

Greenpeace
250 Dundas St. West.
Suite 605
Toronto, Ontario
M5T 2Z5

454 Laurier Ave. East
3rd Floor
Montreal, Quebec
H2J 1E7

1726 Commercial Drive
Vancouver, British Columbia
V5N 4A3

Cover photo. Background:
Earthroots/Greenpeace,
Toilet paper: Barry Calhoun. Designed by
Brad Hornick Communications

Greenpeace Canada uses lobbying, public education, market pressure and peaceful protest to bring about increased environmental protection of the earth's ecosystems. Founded in 1971, Greenpeace is now the largest membership based environmental group in the world with 2.8 million members and offices in 38 countries.

We do not accept money from governments or corporations and depend on individual donors to support our environmental campaigns.

A minimum donation of \$1 is suggested to cover the cost of producing this guide.

For a more comprehensive and updated version of this Shopper's Guide, please visit
www.greenpeace.ca/tissue

This guide is printed on chlorine-free 100% post-consumer recycled paper.



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