

What
you
wear
matters



Plant Not Plastic: Fact Sheet

Plant or Plastic?
The Simple Health
Choice Hidden on
Your Clothing Tag

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The Most Important Label You're Not Reading

We've all been there. Standing in a grocery aisle, turning over a box to read the fine print. We scan for ingredients we know, and those we know to avoid. We do this because we want to make healthier choices for ourselves and our families.

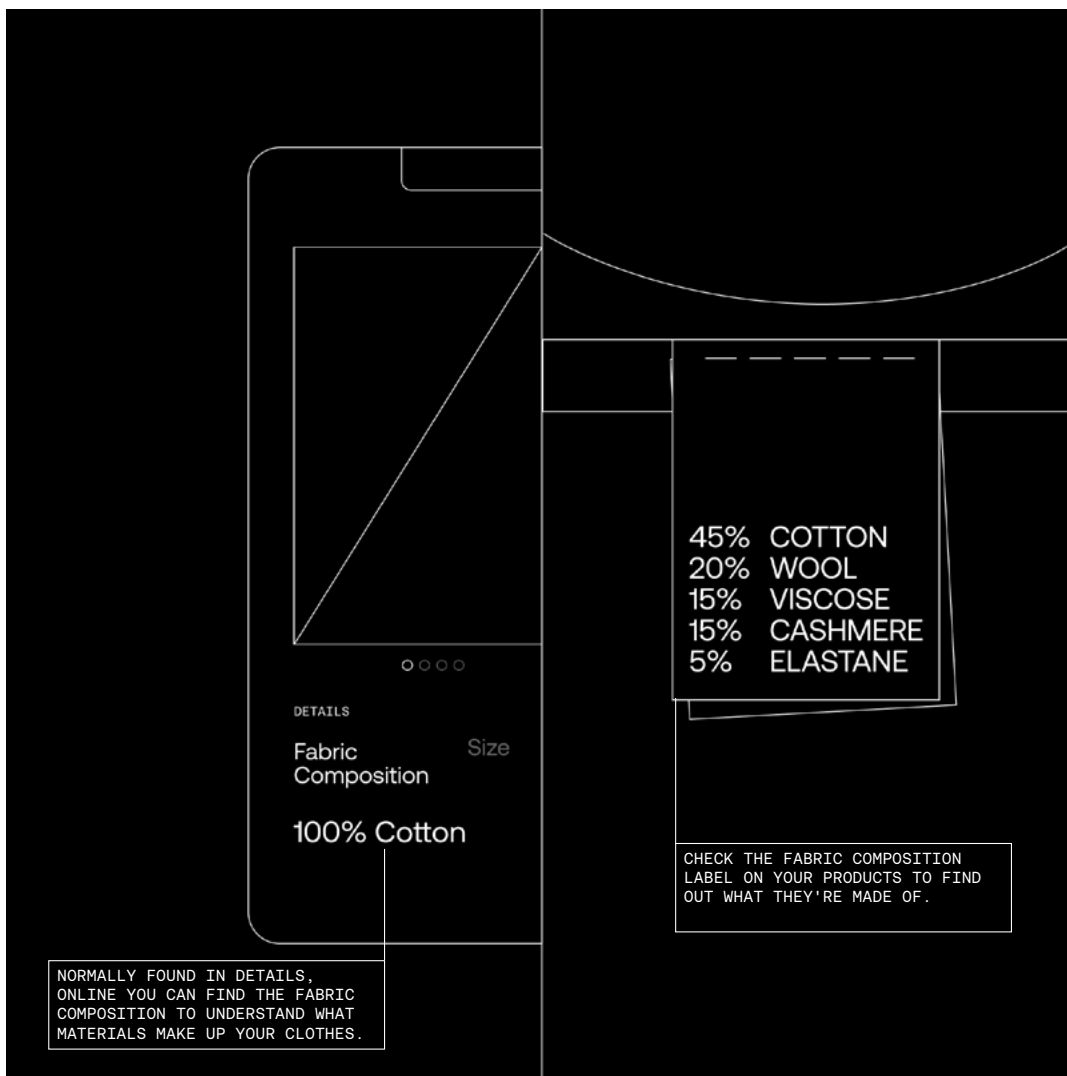
Not every label that affects your health sits in the pantry, some are stitched into your clothes. Yet, only 35% of people say they check the label on clothing before purchase to see if it is made from natural fibers.¹

The tag on your shirt, your children's pajamas, or even your bed sheets holds key information about the materials you are bringing into your home and putting against yours, and your families' skin.

Plastic Builds Up. Cotton Breaks Down.

Almost all synthetic fibers in the simplest terms, are plastic threads derived from petroleum. Every year, simply wearing polyester clothes can release over 900 million microplastics into the air, and washing synthetic garments adds nearly 300 million more microplastics into wastewater. ²

Cotton, on the other hand, is a fiber grown from a plant. When a cotton garment sheds, it releases a biodegradable material that breaks down through natural processes in the environment.



VISUALIZATION
OF HOW TO CHECK
THE LABEL, BOTH
ONLINE AND ON
YOUR PRODUCTS.



What Are You Breathing In?

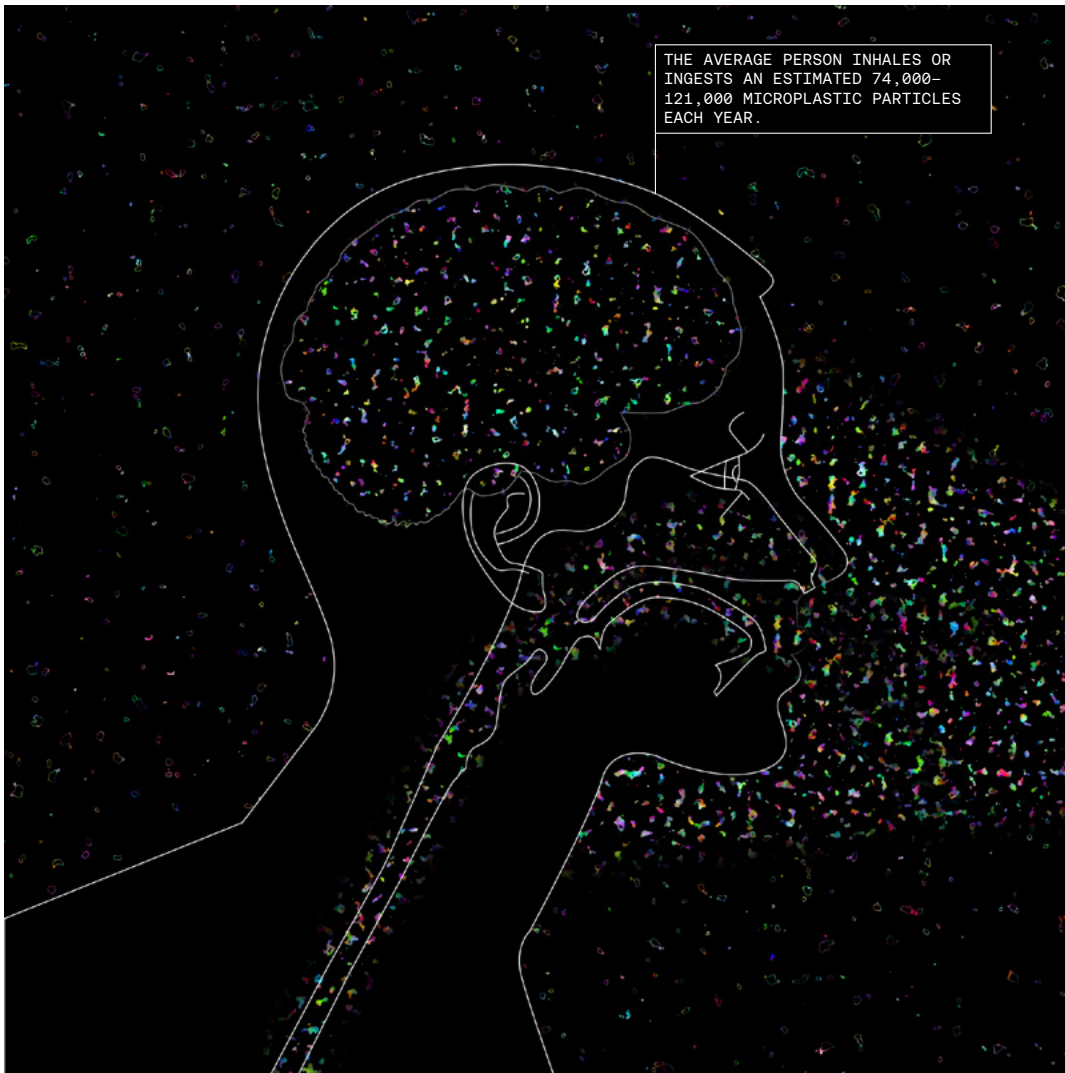
That invisible dust cloud of plastic fibers doesn't just settle on the floor.

Up to 65% of microplastics shed from synthetic textiles may be released into the air during everyday drying and wearing.³

These plastic microparticles mix with the air in our homes and become a component of household dust.

The average person inhales or ingests an estimated 74,000–121,000 microplastic particles each year.⁴ Plastic microfibers have been found lodged deep in our lungs, circulating in our blood.^{5,6}

We are breathing them in all day, every day.



VISUALIZATION OF MICROPLASTICS FLOWING INTO YOUR BODY.

Check the Label Choose Cotton, The Natural Choice

You don't need to be a scientist or an environmental expert to help protect your family from inhaling plastic. You just need to do the same thing you do in the grocery aisle: check the label. Choosing cotton is an easy way to "clean up" the air in your personal environment and reduce your body's plastic load, starting with the fabrics that you wear and surround you in your home.



Footnotes

1. Cotton Incorporated. (2023). A quantitative survey of 527 adults 18 and older in the US to understand the awareness and perception of microplastics, clothing purchase decisions and decisions around the environment. Retrieved from <https://www.cottoninc.com/press-releases/new-research-finds-consumers-do-not-realize-their-clothes-may-contribute-to-microplastic-pollution/>
2. De Falco, F., Cocca, M., Thomson, R.C., Avella, M. (2020). Microfiber Release to Water, Via Laundering, and to Air, via Everyday Use: A Comparison between Polyester Clothing with Differing Textile Parameters. *Environmental Science & Technology*, 54, 6, 3288–3296. Retrieved from <https://pubs.acs.org/doi/10.1021/acs.est.9b06892>
3. Organisation for Economic Co-operation and Development (OECD). (2019). Workshop on Microplastics from Textiles in the Environment: Summary Note. Retrieved from https://web-archive.oecd.org/2020-03-02/547210-Workshop_MP_Textile_Summary_Note_FINAL.pdf
4. Cox, K. D., Covernton, G. A., Davies, H. L., Dower, J. F., Francis, C. M., & Dudas, S. E. (2019). Human Consumption of Microplastics. *Environmental Science & Technology*, 53(12), 7068–7074. Retrieved from <https://pubs.acs.org/doi/10.1021/acs.est.9b01517>
5. University of California, San Francisco (UCSF). (2024, December 18). Microplastics in air may be leading to lung and colon cancers. Retrieved from <https://www.ucsf.edu/news/2024/12/429161/microplastics-air-may-be-leading-lung-and-colon-cancers>
6. Leslie et al. (2022). Discovery and quantification of plastic particle pollution in human blood. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0160412022001258>