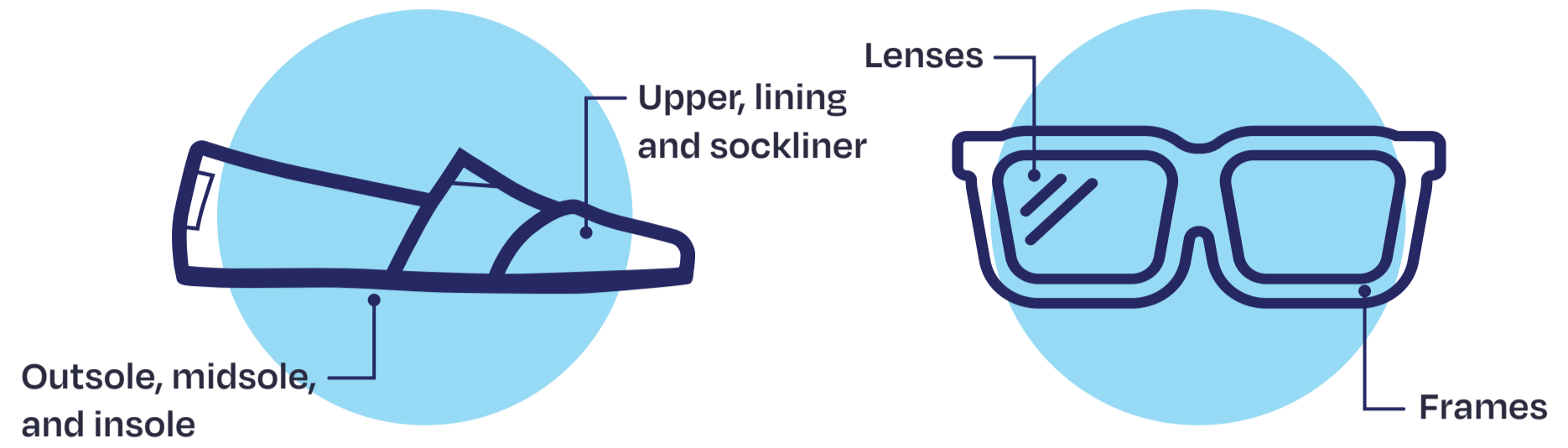


earthwise™ framework



earthwise™ products are designed with the planet in mind. In order for a product to be considered earthwise™, at least one of its main components must contain more sustainable materials, and at a minimum percentage.

Main Components



Materials and Processes

Below are the current materials our designers choose from when designing with the planet in mind and the minimum percentages required to receive an earthwise™ label.

Attribute	Definition	Minimum Component
 Recycled Cotton	Helps keep waste out of landfills and requires less water and energy than conventional cotton.	50%
 100% Organic Cotton	Grown without the use of toxic chemicals or genetically modified seeds.	100%
 REPREVE® Recycled Polyester	Made with post-consumer plastic bottles via a process that's lighter on water usage and greenhouse gas emissions.	50%
 TENCEL™ Lyocell Fiber	A fiber made from wood pulp, which is harvested from sustainably managed forests.	50%
 TENCEL™ Lyocell X REFIBRA™	Made through a closed loop process that combines upcycled cotton scraps and wood pulp coming from sustainably managed forests. The result is super soft fabric that reduces waste.	50%
 Eco-Fiber	A term for more sustainable materials like jute, hemp, and linen—all of which require less water and fewer chemicals than traditional fibers to grow. They will be labeled with the specific fiber name on each product display page.	50%
 Custom TOMS Insole	Custom insole with 50% more earth-friendly materials (25% recycled PU foam, 15% recycled rubber, 10% bio oil).	50%
 OrthoLite® Insole	Made with recycled materials, like rubber.	26% eco content
 Recycled Strobel Board	Made from 70–80% recycled polyester.	70%
 Mineral Glass Lenses	Made from natural silica and soda ash.	50%
 Bioplastic Frames	Durable frames made with 76% bio-based materials.	76%