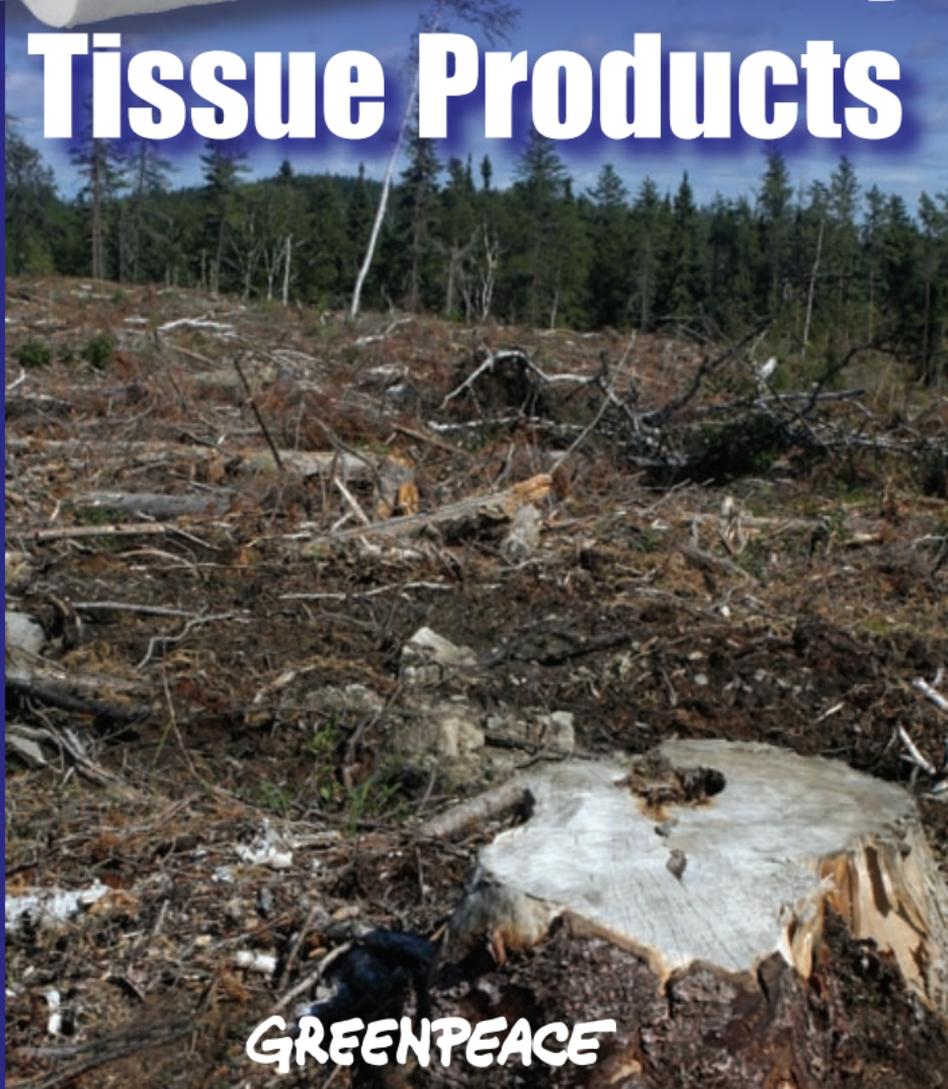


Greenpeace Shopper's Guide



**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 is 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 the 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.



Typotherapy/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



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?

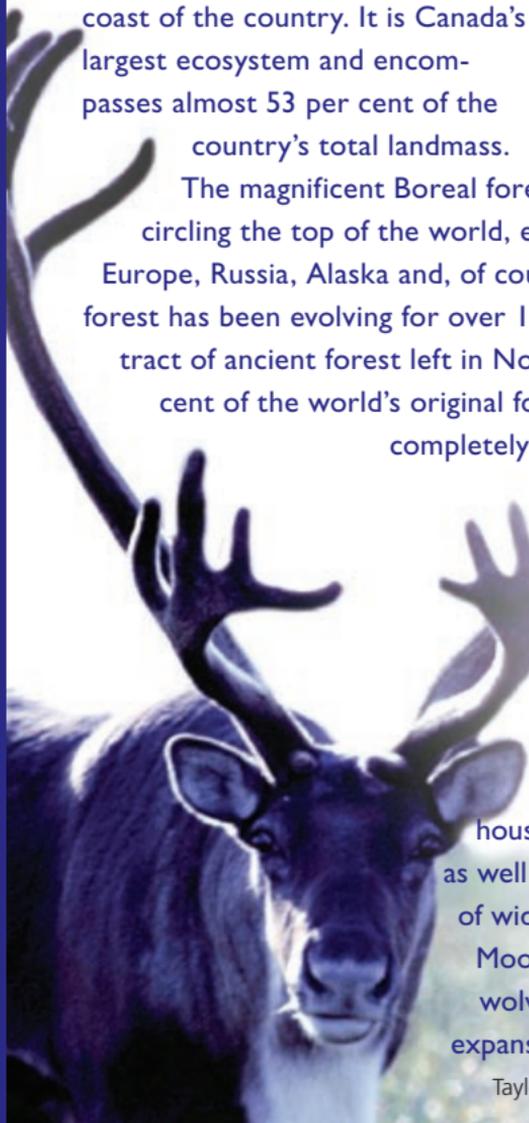
Canada's Boreal forest is an ancient forest that stretches across the country, from Canada's westernmost province to the east coast of the country. It is Canada's largest ecosystem and encompasses almost 53 per cent of the country's total landmass.

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 storehouse 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 that their products were ancient forest friendly. 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 on the [greenpeace.ca](http://greenpeace.ca) website.



Greenpeace/McCullough

## 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.



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.



# How to use this Shopper's Guide

- **GREEN list:** this section lists tissue companies and brands of tissue products for which a manufacturer has ensured that its products:
  - are ancient and endangered forest friendly,
  - have a high 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. \*

- **RED list:** this section lists tissue companies and brands of disposable tissue products that contain ancient forest fibres. 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.

Greenpeace/Squair



# Toilet Paper

## Green

### Atlantic Packaging

Fiesta  
April Soft  
Ambiance  
Atlantic

### Basic Choice

### Basics for Less

### Best Buy

### Cascades\*

Cascades

### Dollarama

Fluffs

### Dominion/ A&P

Equality

### Earth Friendly Products

### Loblaws/ Sunfresh/ Provigo

PC Green

### Metro/Briska\*

Merit Selection  
Econochoice

### Safeway Recycled

### Sobeys

Smartchoice

### Seventh Generation

Seventh  
Generation

### Super C\*

Super C

### Twice as Soft

## Red

### Costco

Kirkland  
Signature

### Dominion/ A&P

Master Choice

### Irving Paper

Royale  
Royale Ultra  
Royale Kitten  
Soft  
Majesta

### 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

### Safeway

Select Thirsty  
Select Soft  
Select Softly

### Rexal

Soft Touch

### Scott Paper

Cashmere  
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

# Facial Tissue

## Green

**Cascades\***  
Cascades

**Seventh  
Generation**  
Seventh  
Generation

## Red

**Dominion/A&P**  
Equality  
Master Choice

**Irving Paper**  
Majesta  
Royale  
Royale Ultra

**Jean Coutu**  
Personnelle

**Kimberly-Clark**  
Kleenex  
Kleenex  
Expressions  
Kleenex Family  
Kleenex Ultra  
Kleenex Anti-  
Viral

**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

**Safeway**  
Select Softly  
Select Soft

**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 +

# Paper Towels

## Green

**Atlantic Packaging**  
Fiesta  
Atlantic

**Cascades\***  
Cascades  
Cascades Ultra

**Dominion/  
A&P**  
Equality

**Earth Friendly  
Products**

**Loblaws/  
Sunfresh/  
Provigo**  
PC Green

**Metro/Briska\***  
Econochoice  
Merit Selection

**Safeway**  
Recycled

**Seventh  
Generation**  
Seventh  
Generation

**Sobeys**  
Smartchoice  
Jumbo

**Super C\***  
Super C

## Red

**Costco**  
Kirkland  
Signature

**Irving Paper**  
Royale Premier  
Majesta

**Jean Coutu**  
Personnelle

**Loblaws/  
Sunfresh**  
No Name  
PC Ultra  
Absorbent

**Procter and  
Gamble**  
Bounty  
Bounty Ultra  
Bounty White

**Rexall**  
Soak Up!

**Scott Paper**  
Scot Towels  
Scot Towels  
Super Mega  
Scot Towels  
Ultra  
Viva  
White Swan

**Shoppers  
Drug Mart/  
Pharmaprix**  
Life  
Life Extra Strong  
Life Thirsty

**Sobeys**  
Our  
Compliments

**Uniprix**  
Option +

## Green

### Atlantic Packaging

Atlantic  
Champion

### Loblaws/ Sunfresh/ Provigo

No Name

### Seventh Generation

Seventh  
Generation

### Super C\* Super C

### Cascades\*

Décor

### Metro/Briska\*

Econochoice  
Merit Selection

### Sobeys

Smartchoice

## Red

### Irving Paper

Royale  
Royale Ultra

### Loblaws/ Sunfresh/ Provigo

President's  
Choice (PC)

### Procter and Gamble

Bounty

### Shoppers Drug Mart/ Pharmaprix

Life

### Kimberly-Clark

Kleenex  
Kleenex  
Boutique  
Kleenex Hi-Dri

### Marti Gras

Safeway  
Soft Select

### Scott Paper

Scott Napkins  
White Swan

### Sobeys

Our  
Compliments

# Kleenex and Kimberly-Clark: Wiping Away Ancient Forests

**Kleenex** brand tissue products and their manufacturer, Kimberly-Clark, contribute to the destruction of ancient forests.

Kimberly-Clark uses over 2.5 million tonnes of tree pulp each year. That's a lot of clearcut forests! And it only gets worse: less than 19% of the pulp that Kimberly-Clark uses to manufacture the tissue products sold in North America comes from recycled sources. In fact, the Kleenex brand tissue products found in grocery stores across the country contain no recycled fibre whatsoever. Most of it ends up in products used by office buildings, sports stadiums and universities.

Greenpeace is waging a public campaign against Kimberly-Clark because of the company's devastating environmental practices. Help us by:

**1** Refusing to buy Kimberly-Clark and Kleenex brand tissue products including facial tissue, toilet paper and napkins.

**2** Getting your business or workplace to stop stocking Kimberly-Clark products in its kitchens, cafeterias and washrooms.

**3** Telling Kimberly-Clark that you want them to stop wiping away ancient forests to create disposable tissue products. Send a message now at [www.kleercut.net](http://www.kleercut.net).

**4** Writing or faxing the CEO of Kimberly-Clark asking him to stop destroying ancient forests: Thomas Falk, CEO Kimberly-Clark, 351 Phelps Drive, Irving, Texas 75038, Fax: 972-281-1490

For more information about Kimberly-Clark's ancient forest destruction and more ways you can help, visit [www.kleercut.net](http://www.kleercut.net).



Greenpeace/Squair

## 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.





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Brad Hornick Communications

Greenpeace 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](http://www.greenpeace.ca/tissue)

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

