

Canada's Guide to Ancient Forest Friendly Tissue Products

Does your facial tissue and toilet paper come from Ancient Forests?

Canada's Boreal Forest is getting wiped away by disposable tissue products. **Be a part of the solution**

Top 5 Things You Can Do:

1. Use reusable cloth products instead of facial tissues or other disposable products like paper towels, napkins, diapers, etc.
2. When you buy disposable products – don't flush ancient forests - **buy recycled.**
3. Educate everyone you know about the importance of using recycled products.
4. Lead your communities to adopt policies to buy recycled paper products - community centres, workplaces, schools and any other institutions you are connected with.
5. Demand more action on forest protection from companies and governments.



Logged and fragmented area of the Boreal, in Kenogami Forest, Ontario.

Understanding this guide and ranking

GREEN products are made from 100% recycled paper fibre. Of this 100% recycled paper fibre, each product has varying degrees of post-consumer waste, the amount that comes directly from recycled paper that would otherwise be thrown away. All the Green products are good consumer choices, but the higher % of post-consumer recycled fibre the better.

RED products contain no recycled content. Avoid them.

FACIAL TISSUE

GREEN	Brand	Manufacturer/Retailer	% Post-Consumer Recycled Paper Fibre
	Basic Red	Safeway	80%
	Bright Green	Safeway	80%
	Seventh Generation	Seventh Generation	80%
	Scotties Envirocare	Kruger	over 80%
	White Swan	Kruger	over 80%
	Equality	A & P	undisclosed
	Irresistables	Metro	undisclosed
	Selections	Metro	undisclosed
Compliments Satiny Soft Facial Tissues	Sobeys	undisclosed	

RED	Brand	Manufacturer/Retailer	% of Recycled Paper Fibre
	Dora Explorer	Centura Brands Inc.	0%
	Equality	A&P Canada	0%
	Great Value	Wal-mart Canada	0%
	Kleenex**	Kimberly-Clark**	0%
	Life Brand	Shopper's Drug Mart	0%
	No Name	Loblaws	0%
	PC	Loblaws	0%
	Plush	Embossed	0%
	Puffs	Procter & Gamble Inc.	0%
	Rexall Facial	Katz Group	0%
	Royale	Irving Tissue	0%
	Safeway Select	Safeway	0%
	Scotties	Kruger	0%
	Tiny Toons	Dollarama/R.E. Pte Ltd.	0%

NAPKINS

GREEN	Brand	Manufacturer/Retailer	% Post-Consumer Recycled Paper Fibre
	Cascades	Cascades	80-100%
	Seventh Generation	Seventh Generation	80%
	Atlantic	Atlantic Packaging Products	80%
	Basic Red	Safeway	80%
	Bright Green	Safeway	80%
	365 Everyday Value	Whole Foods	80%
	White Swan	Kruger	up to 80%
	Tundra	Atlantic Packaging Products	50-60%
	Equality	A & P	undisclosed
	Selections	Metro	undisclosed
Selections	Metro	undisclosed	
Compliments Premium Dinner Napkins	Sobeys	undisclosed	
No Name - Plain Napkins	Loblaws	0%	

RED	Brand	Manufacturer/Retailer	% of Recycled Paper Fibre
	Bounty Napkins	Procter & Gamble Inc.	0%
	Great Value	Wal-mart Canada	0%
	Kleenex**	Kimberly-Clark**	0%
	Life Brand	Shopper's Drug Mart	0%
	PC Dinner Napkin	Loblaws	0%
	Royale	Irving Tissue	0%
Safeway Select	Safeway	0%	

TOILET PAPER

GREEN

Brand	Manufacturer/Retailer	% Post-Consumer Recycled Paper Fibre
Fiesta Green	Atlantic Packaging Products	100%
Cashmere EnviroCare	Kruger	100%
Purex EnviroCare	Kruger	100%
Bio-Life	Shopper's Drug Mart	100%
PC Green	Loblaws	100%
Seventh Generation	Seventh Generation	80%
April Soft	Atlantic Packaging Products	80%
Fiesta	Atlantic Packaging Products	80%
Basic Red	Safeway	80%
Bright Green	Safeway	80%
White Swan	Kruger	up to 80%
Cascades	Cascades	50% always
Eco Nature	Jean Coutu Group Inc (PJC)	50% always
Whisper	Atlantic Packaging Products	50-60%
Equality	A & P	undisclosed
Compliments Greencare Bathroom Tissue, 2 Ply - 12 Double Rolls	Sobeys	undisclosed
Irresistables	Metro	undisclosed
Selections	Metro	undisclosed
Compliments Satiny Soft Double Roll Bathroom Tissue	Sobeys	undisclosed
Compliments Satiny Soft Bathroom Tissue	Sobeys	undisclosed
No Name Bathroom Tissue	Loblaws	0%

RED

Brand	Manufacturer/Retailer	% of Recycled Content Paper Fibre
Cashmere	Kruger	0%
Cashmere Strength	Kruger	0%
Cashmere Ultra	Kruger	0%
Charmin Extra Strong	Procter & Gamble Inc.	0%
Charmin Ultra Soft	Procter & Gamble Inc.	0%
Compliments Quilted	Sobeys	0%
Compliments Value	Sobeys	0%
Cottonelle, Cottonelle Ultra, Aloe & E**	Kimberly-Clark**	0%
Great Value	Wal-mart Canada	0%
Life Brand	Shopper's Drug Mart	0%
Life Brand Ultra	Shopper's Drug Mart	0%
Majesta	Irving Tissue	0%
PC Super Soft	Loblaws	0%
PC Ultra	Loblaws	0%
Purex	Kruger	0%
Rexall Soft Touch	Katz Group	0%
Royale	Irving Tissue	0%
Royale Softer	Irving Tissue	0%
Safeway Select	Safeway	0%
Scott - 1000, Extra Soft, Rapid Dissolving	Kimberly-Clark**	0%

PAPER TOWELS

GREEN

Brand	Manufacturer/Retailer	% Post-Consumer Recycled Paper Fibre
Fiesta Green	Atlantic Packaging Products	100%
Sponge Towels EnviroCare	Kruger	100%
Bio-Life	Shopper's Drug Mart	100%
PC Green	Loblaws	100%
Seventh Generation	Seventh Generation	80%, 20% pre-consumer
Atlantic Towels	Atlantic Packaging Products	80%
Fiesta	Atlantic Packaging Products	80%
Optima Towels	Atlantic Packaging Products	80%
Basic Red	Safeway	80%
Bright Green	Safeway	80%
365 Everyday Value	Whole Foods	80%
White Swan - Standard/Jumbo/Roll	Kruger	up to 80%
Cascades	Cascades	50% always
Eco Nature	Jean Coutu Group Inc (PJC)	50% always
Compliments Greencare Paper Towels	Sobeys	undisclosed
Equality	A & P	Undisclosed
Irresistables	Metro	Undisclosed
Selections	Metro	Undisclosed
Compliments Towels	Sobeys	Undisclosed
Kraft Single Fold Towels	Atlantic Packaging Products	Undisclosed
No Name Paper Towels	Loblaws	0%

RED

Brand	Manufacturer/Retailer	% of Recycled Paper Fibre
Bounty	Procter & Gamble Inc.	0%
Bounty White	Procter & Gamble Inc.	0%
Life paper towel	Shopper's Drug Mart	0%
Majesta	Irving Tissue	0%
Master Choice Ultra	A&P Canada	undisclosed
PC Max	Loblaws	0%
PC Ultra	Loblaws	0%
Personnelle Ultra	Personnelle	0%
Rexal Soak Up	Katz Group	0%
Royale Ultra Absorbant	Irving Tissue	0%
Safeway Select	Safeway	0%
Scott Towels**	Kimberly-Clark**	0%
Sponge Towels	Kruger	0%
Viva Jumbo**	Kimberly-Clark**	0%

**** Note on Kimberly-Clark Products:** In August 2009, following a five year Greenpeace campaign (see kleercut.net), Kimberly-Clark released a new environmental policy guiding their sourcing of fibre for their tissue products including Kleenex and Cottonelle. We believe that this policy is one of the strongest in the world, committing Kimberly-Clark to buying only Forest Stewardship Council (FSC) certified wood from the Boreal Forest by the end of 2011, to protecting endangered forest areas, and for 40% of the fibre for all North American tissue products to be either from recycled or FSC-certified sources. Implementation of this policy has begun and Greenpeace continues to monitor it. We expect the make-up of Kleenex and other Kimberly-Clark products to improve over the coming years leading to many positive changes in the Boreal Forest. For example, in the USA, Kimberly-Clark has released a new consumer brand called Naturals, which contain recycled fibre. For more information see: www.greenpeace.ca/kleercutvictory

Help Us Maintain This Guide

If you have additional brands that you think may meet our criteria or if you have additional information that may help us better evaluate a product please email: supporter.ca@greenpeace.org

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