



**A Greener Apple.** You love Apple. So do we. And you would assume that Apple knows more about “clean” design than anybody, right? So why do Macs, iPods, iBooks and the rest of their product range contain hazardous substances that other companies have agreed to abandon?

Right now, poisoned Apples full of chemicals (like toxic flame retardants, and polyvinyl chloride) are being sold worldwide. When they’re tossed, they usually end up at the fingertips of children in China, India and other developing-world countries. They dismantle them for parts, and are exposed to a dangerous toxic cocktail that threatens their health and the environment.



# We want a fresh Green Apple. Only you can make this happen.

It's time for Apple to use clean ingredients in all of its products, and to provide a free take-back program to reuse and recycle its products wherever they are sold.

## That means:

- Remove the worst toxic chemicals from all their products and production lines.
- Offer and promote free "take-back" for all their products everywhere they are sold.

Apple can meet this challenge. Tell Steve to make you proud of your Green Apple.

## What a good Apple looks like

All new Apple product ranges launched from 2007 onwards to be free of the worst toxic chemicals in the production process and the products themselves.

## Product take back

A basic environmental principle is that if you make and sell a product you should be responsible for that product when it is no longer wanted. Apple should provide this service wherever its product are sold.



As design leader, Apple should be an environmental leader. We want Apple to be at the forefront of green technology, and if any company can do this it's Apple. Speak your mind and tell Apple to go Green.

## Start a revolution on your desktop

Ready to take a bite of Green Apple? You can do something as simple as writing to Steve Jobs, or contribute something creative from a simple banner right through to an alternative Green Apple advert?

Join thousands of others taking action at:

[www.greenmyapple.org](http://www.greenmyapple.org)