

HOW TO DESTROY CANADA'S ANCIENT BOREAL FOREST, IN 3 EASY STEPS:

STEP 1: PULL OUT A KLEENEX FACIAL TISSUE

STEP 2: PUT IT TO YOUR NOSE

STEP 3: BLOW



Canada's ancient Boreal forest, essential in the fight against global warming and home to woodland caribou and billions of migratory birds, is being clearcut to supply the Kimberly-Clark Corporation with hundreds of thousands of trees to make disposable tissue products, including Kleenex facial tissue. Every day, the Boreal forest is flushed down the toilet or thrown away by unsuspecting consumers across Europe.

By choosing more recycled fibre and less trees for its disposable tissue products, and by committing to environmentally sound logging operations, Kimberly-Clark could end its part in the destruction of ancient forests like the Boreal.

Tell Kimberly-Clark that you want it to stop destroying the Canada's Boreal forest. Visit www.stopkleenex.com

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