

KIMBERLY-CLARK: ANCIENT FOREST CRIMINAL #1

Kimberly-Clark is turning ancient forests into products that are used once and then thrown away. Because of Kimberly-Clark, ancient forests like Canada's Boreal are literally being flushed down the toilet.

DISPOSABLE PRODUCTS - DISPOSABLE FORESTS?

In North America, less than 19 percent of the pulp Kimberly-Clark uses to make disposable tissue products like toilet paper, facial tissue, napkins, and paper towels comes from recycled sources. The rest comes directly from forests. In fact, many of the company's products, including Kleenex brand facial tissue, contain no recycled materials whatsoever.



Kleenex brand facial tissue contains no recycled material whatsoever.

BOREAL FOREST UNDER THREAT!

The Boreal forest stretches across northern Canada, from the Alaskan border to Labrador. It has existed for more than 10,000 years and is the largest ancient forest left in North America. Its diverse and awe-inspiring landscape is home to hundreds of wildlife species, including moose, lynx, wolf, caribou, bears, eagles, hawks, and owls. Many of the species dependant on the Boreal are in danger of extinction.

80% of the world's ancient forests have already been destroyed.

WHAT WE WANT

We want Kimberly-Clark to stop purchasing virgin fibre from endangered forests; dramatically increase the amount of recycled fibre in all its tissue products; begin purchasing fibre from Forest Stewardship Council eco-certified logging operations; and phase out the use of damaging chlorine dioxide for bleaching tissue.

Kleercut
WIPING AWAY ANCIENT FORESTS

WWW.KLEERCUT.NET

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WIPE OUT KIMBERLY-CLARK AND ANCIENT FOREST DESTRUCTION

Kimberly-Clark is trashing ancient forests to manufacture disposable tissue products. So, what are you going to do about it?

1. STOP BUYING ANCIENT FOREST DESTRUCTION. Refuse to buy Kleenex brand tissue products. There are plenty of forest friendly alternatives out there – to find out what they are, check out Greenpeace's *Shopper's Guide to Ancient Forest Friendly Alternatives*, available at www.greenpeace.ca or by calling 1-800-320-7183.

2. START MAKING SOME DEMANDS. Write to Kimberly-Clark and demand that the company stop destroying ancient Boreal forests. Kimberly-Clark CEO Thomas Falk has already received over 45,000 letters, emails and faxes from activists like you, and he still hasn't made any changes. Keep 'em coming!

Thomas Falk, CEO
Kimberly-Clark
351 Phelps Drive
Irving, Texas, 75038
fax: 972-281-1490
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3. VISIT WWW.KLEERCUT.NET. Go online to learn more about Kimberly-Clark and ancient forests, get the latest news about the campaign, participate in online actions, download posters and stickers, connect with other activists in your area, join the Ancient Forest Defenders mailing list, and more.

4. GET A KLEERCUT ACTION PACK. The Kleercut Action Pack gives you everything you need to organize against Kimberly-Clark in your own community – information, ideas, materials, contacts, and a whole lot of attitude. Download yours at www.kleercut.net and take it up a notch by getting offline and getting active in your community.

5. SPREAD THE WORD. Tell your friends, co-workers, and family that Kleenex brand tissue products are made of clearcut ancient forests. Make photocopies of this factsheet and hand them out. Send kleercut.net e-postcards to your friends. Wear a stylish Kleercut t-shirt (available at www.kleercut.net/tshirt or by calling 1-800-320-7183).

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