

## SHOPPING GUIDE

# Toilet paper

### USING THE TABLES

**Ethicscore:** the higher the score, the better the company. Scored out of 14. Plus up to 1 extra point for Company Ethos and up to 5 extra points for Product Sustainability.

**Green (good)** = 12+  
**Amber (average)** = 5-11.5  
**Red (poor)** = 0-4.5

● = worst rating  
 ○ = middle rating  
 = best rating/no criticisms found

Ethicscore (out of 14 + 6 extras)	Environment					Animals			People				Politics				+ve		
	Environmental Reporting	Climate Change	Pollution & Toxics	Habitats & Resources	Palm Oil	Animal Testing	Factory Farming	Animal Rights	Human Rights	Workers' Rights	Supply Chain Management	Irresponsible Marketing	Arms & Military Supply	Controversial Technologies	Boycott Call	Political Activity	Anti-Social Finance	Tax Conduct	Company Ethos

### Positive ratings (+ve)

**Company Ethos:**

★ = full mark ☆ = half mark

**Product Sustainability:**

Various positive marks available depending on sector.

Best Buys are highlighted in blue

Recommended Brands to avoid

### BRAND

BRAND	Ethicscore (out of 14 + 6 extras)	Environmental Reporting	Climate Change	Pollution & Toxics	Habitats & Resources	Palm Oil	Animal Testing	Factory Farming	Animal Rights	Human Rights	Workers' Rights	Supply Chain Management	Irresponsible Marketing	Arms & Military Supply	Controversial Technologies	Boycott Call	Political Activity	Anti-Social Finance	Tax Conduct	Company Ethos	Product Sustainability	COMPANY GROUP
Naked Sprout	14.5																			☆		Naked Sprout
Bamboo Bobbi	13.5											○										Intelligent Facility Group
Honest Supplies	13.5		○																			Honest Supplies
Bazoo	13		●																			Real English Drinks Group
Bumboo	13		●																			Root 7 Limited
ecoleaf by Suma	13	○	●		○															★		Triangle Wholefoods Collective
The Cheeky Panda	13	○	●																	☆		The Cheeky Panda Ltd
Who Gives A Crap	13		●						○											☆		Good Goods Holdings Pty Ltd
Essential	12.5	○	●					○		○										★		Essential Trading Co-operative
Greencane	12		●	○								○										Greencane Paper Limited
Cushion Soft	11	○	●	○							●											Nova Tissue
Gentile	11	○	●	○							●											Nova Tissue
Soft on Nature	11	○	●	○							●											Nova Tissue
Feel Good	10.5	○		●	●						○						○					WEPA Hygieneprodukte GmbH
Nicky	10	○		●	●						●						○					SOFIDEL SPA
Regina	10	○		●	●						●						○					SOFIDEL SPA
Cushelle	5.5	○		●	●	●			○	○	●			○	○	●	●					Essity Aktiebolag (publ)
Velvet	5.5	○		●	●	●			○	○	●			○	○	●	●					Essity Aktiebolag (publ)
Andrex	3	○	●	●	●	●			●	●	●			○	●	●	●					Kimberly-Clark Corp

All the research behind these ratings is available for subscribers to see on the score tables on [www.ethicalconsumer.org](http://www.ethicalconsumer.org)  
 Definitions of all the categories are at [www.ethicalconsumer.org/our-ethical-ratings](http://www.ethicalconsumer.org/our-ethical-ratings)



Best Buys are decided by the editorial team based on the research we have undertaken, the scoring system and the unique insight into the issues that our editorial team has. 9 times out of 10 this will be the brand (or brands) that are top of the table but sometimes an ethical company which is truly innovative scores less well on our rigid scoring system and we use the Best Buy and Recommended section to acknowledge this. A company cannot be a Best Buy if it scores worst for Supply Chain Management but it can be a Recommended brand.

## Which brand sells what?

### What is it made of?

<b>100% post-consumer recycled</b>	Honest Supplies, Naked Sprout, Who Gives A Crap
<b>100% FSC-certified bamboo</b>	Bamboo Bobbi, Bazoo, Bumboo, Cheeky Panda, Naked Sprout, Who Gives A Crap
<b>100% recycled (pre- and post-consumer)</b>	Ecoleaf by Suma
<b>100% recycled (not specified whether pre- or post-consumer)</b>	Essential, Feel Good, Soft on Nature
<b>A mix of uncertified bamboo and recycled sugarcane pulp</b>	Greencane
<b>FSC Mix</b>	Andrex, Cushelle, Nicky, Regina, Velvet
<b>Virgin fibre (no certification on packet)*</b>	Cushion Soft, Gentile, Soft on Nature Luxury

\* Nova Tissue told us that their suppliers were FSC Mix certified for the vast majority of their virgin paper.

## WHAT TO BUY

- **Is it recycled?** Recycled paper is far more sustainable than virgin pulp. Choose this over other options.
- **Is it made from alternative fibres?** Fibres such as bamboo, if responsibly sourced, are more sustainable than virgin pulp. For bamboo, look for the FSC stamp.
- **Is it plastic-free?** Choose a company that's plastic-free and go for loo roll with no individual wrapping.

## WHAT NOT TO BUY

- **Is it made from virgin wood pulp?** If it carries the label "FSC Mix" then it will include virgin wood pulp. There is no need to cut down forests to make toilet roll.
- **Is it whitened?** Avoid whitened toilet paper as it uses more bleach and opt for paper that is bleached with a Totally Chlorine Free (TCF) process.