



# **THE ULTIMATE GUIDE TO SUSTAINABLE LIVING**



# Hey there good human!

Sustainable living isn't easy, let's face it. There's a lot to think about, there's a lot of information, and there's a lot going on. We don't always have time to make sustainable choices. We don't always have time to research every detail of every product we buy. Life is busy.



I've spent the last ten years trying to live more sustainably, and it's been a long journey, so I get it. *Sustainable living isn't easy, but it is worth it.* Bit by bit I've changed the way I live and every day, I do a little bit more than yesterday. I try to live with less, I buy better, and I'm a sustainable work in progress.

**That's what my Ultimate Guide to Sustainable Living is all about.** I want to make it easy for you to live more sustainably. I want you to feel inspired to reduce, reuse, recycle, rent and research, so this guide is a starting point. It's a little step towards a more sustainable future.

Living sustainably isn't about being perfect. It's about taking small steps every day and making a conscious effort. It's about seeing the bigger picture and remembering that the actions we take today, have an impact on tomorrow.

*Claire Goldsworthy.*

📷 [thefashionadvocate](#)

reduce



reuse



recycle



repair



rent



research

## THE BIG PLASTIC PROBLEM

Single-use plastics are a problem but living a plastic free life is a privilege. Some people can't afford plastic free products, healthcare workers need plastic to protect themselves, and some single-use plastic products are essential for people with disabilities.

**I'm not anti-plastic. Plastic has its place. I'm anti-plastic-privilege.** I believe that if we have the privilege of making a sustainable choice, that's what we should do. For those of us who *can* use sustainable, plastic free and reusable everyday essentials, it's our shared responsibility to do so. Single-use plastics should be reserved for the people who need them most.

Globally, we produce over 380 million tonnes of plastic every single year and more than 50% of it is designed for single-use only. Every year, we make enough plastic bubble wrap to stretch the distance between the earth and the moon. Microplastic particles have been found in the arctic, on the summit of Mount Everest, and at the bottom of the deepest oceans. All the plastic we've ever made still exists on earth today. It doesn't decompose. It doesn't biodegrade. It just breaks down into tiny microplastic particles and ends up in our waterways, our oceans, and our environment.

Humans are now consuming around five grams of microplastic particles every week - that's about the size of a credit card. Ugh! This isn't just my opinion, this is science, and science is telling us that single-use plastics are a problem.

So what's the solution?

## YOUR CHOICES



**EVERY**

**ACTION**

**COUNTS**

# The truth about coffee cups.

Single-use coffee cups are a big problem. They feel like paper but they're lined with a thin plastic film and the lids are plastic too. They're tricky to recycle because they're made from a mix of materials, so most of the 2.7 million single-use coffee cups thrown away in Australia every single day *aren't* recycled, and instead, they end up buried in landfill or drifting around in our oceans.

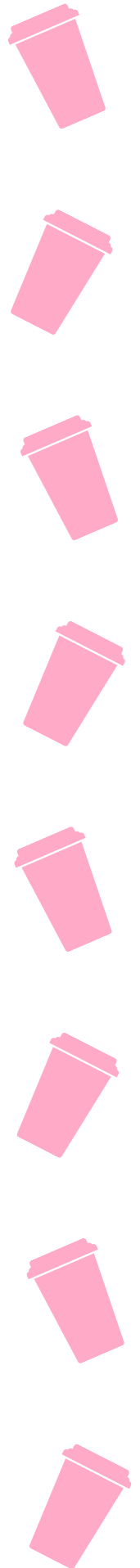
The thin plastic film that lines disposable coffee cups is a threat to our environment but it's also a threat to our health. When that plastic film is heated with boiling hot water or coffee, it leaches harmful chemicals and toxins into your coffee and into your body.

**AUSTRALIANS THROW OUT  
2.7 MILLION  
SINGLE-USE COFFEE CUPS EVERY SINGLE DAY**

**AMERICANS THROW OUT  
50 BILLION  
SINGLE-USE COFFEE CUPS EVERY SINGLE YEAR**

## *What's the solution?*

Say no to single-use coffee cups.  
Choose to reuse and buy a reusable cup.  
Dine in instead of ordering a takeaway coffee.



**Disposable coffee cups are lined with polyethylene, a petro-chemical plastic. Most single-use coffee cups aren't recyclable. It's time to ditch single-use coffee cups. Make the switch to a sustainable and reusable alternative. Reduce, reuse, recycle.**



## **BAMBICHINO**

Bambichino was inspired by a strong love of coffee and Italian heritage. Bambichino's BPA-free and reusable cups are a stylish, simple and compact keep cup for those who love their espresso's, piccolo's, macchiato's and baby chino's. Bambichino cups are a fun way to help the environment when you order a coffee. It's the little things we do now that make a big difference for our future, so Bambichino is currently transitioning from BPA-free reusable cups to bamboo cups with three new exciting designs on their way!

**INSTAGRAM** [bambichino](#)

**SHOP** [etsy.com/au/shop/BAMBICHINO](https://etsy.com/au/shop/BAMBICHINO)

**USE** CHINO for 10% off

And while we're having a cuppa...  
**Traditional tea bags are made from a blend of cellulose, synthetic and thermoplastic fibres. They're not compostable or recyclable and they leach toxins into your tea. Make the switch to plastic free tea bags. Have a little fun with loose leaf tea!**



## Shoy

Shoy is a premium, unique and beautiful tea brand with a purpose. Everyone deserves a little self-care and the Shoy range of teas helps you do just that. Their organic and vegan-friendly teas are filled with premium ingredients that help you feel however you desire. Whether you're looking to boost your breastmilk supply, amp up your workout, or just sip on something that soothes you, Shoy has a tea for you. Shoy's functional loose leaf teas are 100% Australian blended, organic certified and plastic free!

**INSTAGRAM** [shoy\\_\\_official](#)

**SHOP** [shoy.com.au](#)

**USE** 20%FASHION for 20% off

# The truth about plastic water bottles

Over half the plastic in the ocean comes from single-use products like plastic water bottles.

Globally, 1.2 million plastic bottles are sold every minute.

14 million tonnes of plastic end up in our oceans every year.

PET is the third most widely used type of plastic in single-use bottles and it's made with chemicals that disrupt our endocrine system and toxins that are known to cause cancer.

The process of producing bottled water requires around six times as much water per bottle as there is in the actual bottle.

Plastic drink bottles are made with non-renewable fossil fuels like crude oil and natural gas.

373 million plastic water bottles end up in landfill in Australia every single year.

So what's the solution?

Reusable  
bottles!







**SAY NO TO**

*single  
use*

# Sustainable home cleaning.

Common household cleaning products packaged in single-use plastic bottles pose a triple threat.

Firstly, most off-the-shelf home cleaning products are a chemical concoction of health hazards, so they're no good for us. They're made with cancer-causing chemicals like formaldehyde, endocrine-disrupting ingredients like butyl cellosolve, and toxic synthetic fragrances that cause asthma and skin irritations.

Secondly, they're terrible for our waterways. When we use toxic chemicals in the home and then wash them down the drain, they end up in our oceans, impacting biodiversity and poisoning our marine wildlife.

Thirdly, and most importantly, they're packaged in single-use plastic bottles which end up in landfill, scattered through our environment, or floating around in our seas.

So what's the solution?

*Choose to use*

**Formaldehyde free**  
**Natural**  
**Non-toxic**  
**Refillable**  
**Reusable**  
**Recyclable**





## **Cove Cleaning**

**INSTAGRAM** [cove.cleaning](https://www.instagram.com/cove.cleaning)

**SHOP** [cove.cleaning](https://www.covecleaning.com)

**USE** FASHIONADVOCATE20 for 20% off Starter Kits

The Cove Starter Kit is the ultimate way to clean your home and minimise your environmental footprint while looking super cute. The Cove system uses aluminium refillable bottles which means 80% less plastic refills too. Cove Cleaning products are free of harsh chemicals, made with brilliantly powerful plant-based formulas and 100% natural fragrances. The Cove Starter Kit contains Laundry Liquid, All Purpose Surface Spray, Glass and Window Spray and Bathroom & Shower Spray. So cool – and clean!



## **e.sup**

**INSTAGRAM** [e.supliving](https://www.instagram.com/esupliving)

**SHOP** [esup.com.au](https://www.esup.com.au)

**USE** TFA20 for 20% off the soda range

e.sup's Australian-made soda range of home cleaning products is the optimal fusion of the power of natural ingredients, the expertise of scientists and the respect for sustainable packaging. e.sup sodas are effective and safe to use with the aromatherapeutic benefits of infused essential oils. The hardest working cleaner, soda.a, is a powerful non-toxic surface cleaner blended with plant-based enzymes and essential oils. Simply add one scoop of the soda.a powder to the glass spray bottle, add water, swirl, and clean away.

# TIPS TO REDUCE PLASTIC *in the kitchen*

1

**OPT FOR REUSABLE**

**AVOID EXCESS PACKAGING**

2

3

**INVEST IN STEEL OR TIMBER**

**CHOOSE REFILLABLE**

4

5

**USE GLASS STORAGE**

**BUY IN BULK**

6

7

**DITCH PLASTIC TEFLON**

**Every time you wash your dishes with a synthetic sponge, tiny microplastic particles wash down the drain and into our oceans.**

**Swap out your plastic dishwashing cloth, sponge or brush for a natural loofah. They're sustainable, plant-based and biodegradable.**



### **The Soap Box**

The Complete Eco Kitchen Kit from The Soap Box contains everything you need to get your hand washed dishes sparkling clean. The Citrus Blitz dish bar replaces plastic bottles and it's free from harsh chemicals or colourants. It's also vegan and handmade. The Kit also contains a 100% cotton handmade machine washable and compostable cloth, natural compostable loofah, a bamboo and recycled nylon pot brush and a bamboo soap dish. The Soap Box range is inspired by low-waste living.

**INSTAGRAM** [thesoapboxoz](https://www.instagram.com/thesoapboxoz)

**SHOP** [etsy.com/au/shop/TheSoapBoxAU](https://www.etsy.com/au/shop/TheSoapBoxAU)

**USE** TFA10 for 10% off on orders over \$40

**Squeaky clean and sustainable – that's what we all want our kitchens to be. But squeaky clean doesn't have to mean harsh chemicals and single-use plastic. A squeaky clean and sustainable kitchen can be plastic free and natural too.**



## **COVE**

Cove Cleaning dish tablets are 100% plastic free! But what's that plastic-looking wrap on the tablets then? It's a water dissolvable film, it's non-toxic and 100% biodegradable. With a patented stream tab technology, expect powerful grease cutting action designed to cut through baked on food and tough stains. With built in rinse aid, your dishes will be left sparkling clean every time. Best of all, they come in a stylish aluminum canister that you can reuse again and again. This is what sustainable cleaning is all about.

**INSTAGRAM** [cove.cleaning](https://www.instagram.com/cove.cleaning)

**SHOP** [cove.cleaning](https://www.covecleaning.com)

**USE** FASHIONADVOCATE15 for 15% off tin and refills

**GLOBAL**

**CHANGE**

**STARTS**

**AT**

**HOME**

# The truth about cling wrap.

Cling wrap, plastic wrap, gladwrap, whatever you call it, it's plastic and it's a big problem.

Cling wrap is made with polyethylene which is a thermoplastic polymer made from non-renewable ethylene gas or petroleum. When it's heated (for example, covering your food in the microwave) it leaches harmful cancer-causing chemicals and toxins into your food.

It's a health hazard but it's an even bigger environmental hazard. It's been around since the 1950s and because we've only recycled 9% of the plastic we've ever made, it's all still out there - floating around in our oceans and sitting in landfill.

## AUSTRALIANS USE

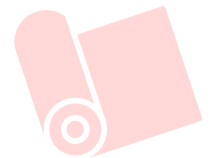
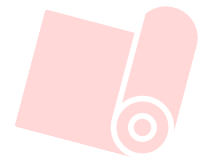
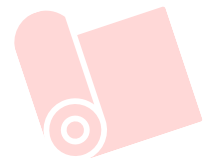
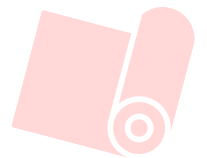
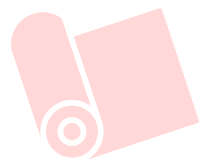
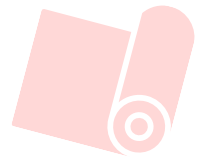
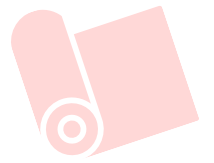
**150,000 TONNES**  
OF PLASTIC WRAP EVERY YEAR

## AMERICANS USE

**268,561 M<sup>2</sup>**  
OF PLASTIC WRAP EVERY YEAR  
ENOUGH TO SHRINK WRAP THE STATE OF TEXAS

## *What's the solution?*

Swap plastic wrap for reusable wax wraps.  
Store your leftovers in glass containers.  
Switch to aluminium foil, it's reusable!





# Sustainable Swap



## LITTLE BUMBLE WRAPS

Little Bumble make Australia's finest, stylish, reusable food wraps. Little Bumble's food wraps keep food fresher for longer, even cut avocados keep fresh for up to two weeks, cucumbers for three weeks and celery for five weeks! Simply wrap, rinse and reuse. Little Bumble's food wraps reduce your grocery bills and frequent supermarket trips, they're also kind to the hip pocket and the planet! Ditch plastic wrap and invest in Little Bumble wraps for food storage that won't cost the earth. They're plastic free, biodegradable, certified Australian made and mentioned by Choice as Food Wrap Stars.

**INSTAGRAM** [littlebumblewraps](#)

**SHOP** [littlebumble.com.au](#)

**USE** TFAGUIDE for 20% off storewide excluding clearance and Hive Drives

**Plastic lunchboxes contain BPA, a chemical used to make hard plastic. BPA is an endocrine disrupting toxin and it easily leaches into food. BPA can cause breast cancer and reproductive problems in women. Ditch your hard plastic lunchbox and switch to a sustainable steel lunchbox!**



## **Goods that Give**

This is the ultimate plastic free lunchbox that will last a lifetime. Made from premium food-grade stainless steel, it is stylish and strong. It's large enough for a hearty lunch with room for your healthy snacks, and three perfectly apportioned compartments to keep things in order. Goods that Give is an Australian-based social enterprise passionate about the environment and helping people in need. They're plastic free, zero-waste, ethical, eco-friendly and socially conscious. Choose well, shop local, choose plastic free.

**INSTAGRAM** [goodsthatgive\\_australia](https://www.instagram.com/goodsthatgive_australia)

**SHOP** [goodsthatgive.com.au](https://www.goodsthatgive.com.au)

**USE** ECO15 for 15% off your first order

# FOOD *for thought*

**7.6**

million tonnes of food is lost or wasted every year in Australia.

**70%**

of the 7.6 million tonnes of discarded food is still edible.

**1 in 5**

shopping bags of food are wasted or thrown away in Australia.

**25%**

of water used in agriculture is used to grow food that is wasted.

## *What's the solution?*

Plan your weekly meals and shop accordingly.  
Compost any unused fruit and vegetables.  
Grow what you can and regrow from your scraps.

## LOW IMPACT LAUNDRY

Creating a low impact laundry is easy when you know what to look for! Follow these three simple steps for a plastic free, chemical free and eco-friendly laundry.

1

### SKIP THE SCENTS

The warm and fuzzies of that clean clothes scent are laced with synthetic fragrances that cause respiratory problems, skin irritation, headaches and asthma. Phthalates are disguised as 'fragrances' and they smell nice but they're very nasty. They disrupt our hormones and they're proven to impact reproductive health and cause cancer. Avoid synthetic fragrances and opt for fragrance free, organic scents or essential oils instead.

2

### PURGE THE PLASTIC

If your laundry liquid is packaged in plastic, it's time to purge and switch to a plastic free alternative! More than 700 million plastic bottles of laundry detergent are thrown away every year in the US alone. It's too much! Switch to natural soap berries, laundry sheets, powder in boxes or laundry drops.

3

### KNOW YOUR NATURALS

Most laundry detergents are made with surfactants, bleach, brighteners, dioxane, phenols and other nasty ingredients that impact our health. When in doubt, go without! Ditch the chemicals and switch to natural ingredients and avoid bleach at all costs!

# Sustainable Swap



## GOOD SHEET

Good Sheet's mission is to reduce single-use plastics and promote a more sustainable lifestyle through everyday plastic free laundry products. Their laundry detergent sheets are a gentle and eco-friendly alternative to traditional liquid detergents in large plastic containers. They're non-toxic, hypoallergenic and made from plant-based ingredients like coconut oil. They're packed with strong and safe natural cleaning power. They're also waterless which means less weight, costs, and carbon footprint in transportation. Good Sheet's detergent sheets and paper packaging are biodegradable and compostable too. Less waste, no mess, more space!

**INSTAGRAM** [goodsheetbyronbay](#)

**SHOP** [goodsheet.com.au](#)

**USE** FashionAdv for 10% off

# Sustainable Swap



## CaliWoods

CaliWoods Stainless Pegs are plastic free and specifically designed to last. They come with a ten-year guarantee and are made from thicker marine-grade stainless steel for durability. There's zero rust and they make less of an indent on your clothes too. Say see-ya to the plastic peg graveyard on your lawn and wave goodbye to sun-cracked pegs! They're multi-purpose and great for craft too! When you buy CaliWoods Stainless Pegs, you also support a women-led bCorp that reduces waste and helps ocean conservation in our local Pacific seas. At end of their life, CaliWoods Stainless Pegs can be taken to a scrap metal outlet or you can return them to CaliWoods to be recycled.

**INSTAGRAM** [caliwoods\\_eco](#)

**SHOP** [caliwoods.co.nz](#)

**USE** TFAGUIDECALI for 10% off

"Never doubt that a small group of thoughtful and committed citizens can change the world. Indeed, it is the only thing that ever has."

*Margaret Mead.*

# Better beauty.

The beauty industry is one of the biggest polluters. Think about all the lipstick and lip balm you've ever bought. Where are those tubs and tubes now? Think about all the eyeliner and all the mascara you've ever used. Where have all those empty cylinders and little plastic lids gone?

Beauty products are generally packaged in plastic, and all those little eyeliner caps and misplaced lip balm lids slip through the cracks in rubbish sorting and they're not recycled.

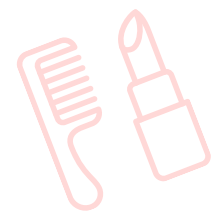
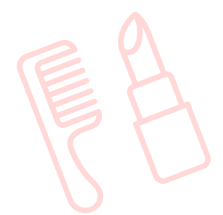
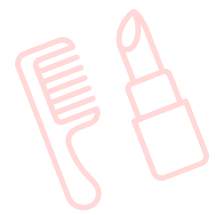
On average, women own around 40 different beauty products; primer, toner, blush, eye shadow, hair spray, shampoo, moisturiser, tan, perfume... Our beauty cabinets aren't that beautiful when we pile up all the plastic.

More than 120 billion products wrapped in plastic packaging are created in the beauty industry every year and it's all piling up in landfill.

So what's the solution?

## *Choose to use*

- Planet friendly packaging**
- Plastic free packaging**
- Reusable packaging**
- Natural ingredients**
- Refillable options**
- Recyclable packaging**
- Homemade alternatives**
- Zero waste products**
- Biodegradable packaging**
- Bars instead of bottles**





**No one likes being the smelly one but our penchant for pretty pits doesn't have to involve plastic. Plastic packaging is one of the greatest polluters of our generation. Ditch deodorant in plastic packaging. Opt for sustainable, biodegradable and eco-friendly alternatives.**



## **Biome**

Whether you have sensitive skin or are vegan, prefer a deodorant paste or hands-free application, Biome has a plastic free and palm oil free deodorant for you! Black Chicken Axilla deodorant paste comes in an aluminium tin and is suitable for both men and women. It neutralises odour and minimises wetness without the use of aluminium, alcohol or harmful chemicals. If you prefer a hands-free option, try Viva La Body or Be.Unity. Both come in a push-up cardboard tube with bases made from nourishing plant oils and butters. Biome has something for everyone!

**INSTAGRAM** [biomestores](#)

**SHOP** [biome.com.au](#)

**USE** TFA10 for 10% off your first order

**Plastic sunscreen tubes are a problem. Toxic sunscreen ingredients are a problem too. 14,000 tonnes of sunscreen wash into the ocean annually. Toxic ingredients like Oxybenzone poison our marine life. It's time to ditch the chemicals. Opt for natural plastic free sunscreen.**



## **SunButter Skincare**

You'll fall in love with zinc oxide as your new UV blocker for its natural healing qualities on sensitive, inflamed or damaged skin. Say goodbye to chemical sunscreen breakouts and stinging eyes forever, and help keep our oceans and waterways healthier at the same time. SunButter's broad spectrum SPF50 is a new generation of suncare that is skin and earth conscious, made with certified sustainable ingredients. It's Australian-made, SPF50, reef-safe, Palm Oil Free Certified, vegan and cruelty free, and plastic free too!

**INSTAGRAM** [sunbutterskincare](#)

**SHOP** [sunbutter.com.au](#)

**USE** TFA15 for 15% off

# The truth about bottled shampoo

More than 552 million shampoo bottles end up in landfill worldwide every year. Every three years, it's a compounding problem of over 1.6 billion plastic shampoo bottles.

More than 132.8 billion litres of water are used to make all the plastic shampoo and conditioner bottles we use globally every year.

Plastic manufacturing is resource intensive. We use twice as much water to make a plastic shampoo bottle than we do to make the shampoo *in* the bottle.

Common shampoo and conditioners are diluted with up to 75% water.

Common shampoos also contain chemicals such as sodium lauryl sulphate (SLS), parabens, ammonium lauryl sulphate and phthalates. They're toxic ingredients, and when we wash our shampoo down the drain, they impact our marine biodiversity and poison our precious sealife.

So what's the solution?

Shampoo  
bars!



# Sustainable Swap



## Shampoo With A Purpose

Shampoo With A Purpose is home to beautiful, plastic free, eco-friendly, sustainable, vegan, cruelty-free Shampoo Bars and products that are designed to drastically reduce waste! To date, Shampoo With A Purpose have saved over 2,000,000 plastic bottles from being made, used and disposed of. Shampoo With A Purpose is very passionate about creating products that generate zero waste and are plastic free! Just one of their Shampoo Bars replaces six bottles of shampoo and conditioner. They're proudly Australian-made and owned, operating from Penrith in New South Wales, and use zero harsh chemicals, zero palm oil products, zero sulphates and zero animal by-products.

**INSTAGRAM** [shampoowithapurpose](#)

**SHOP** [shampoowithapurpose.com](#)

**USE** TFA10 for 10% off orders over \$20

# Sustainable Swap



## Mokosh

Mokosh skin care products are certified organic, certified palm oil free and Leaping Bunny approved. Mokosh products are also packaged in glass, paper and card, and their plastic closures can be returned to be properly recycled with Terracycle, making them effectively zero-waste! Mokosh covers the cost of postage for containers to be returned, and all returned jars are sterilised and refilled. Mokosh skin care products are free of water and synthetics, and they contain only 100% organic botanicals. Mokosh skin care products deliver pure, concentrated nutrition to your skin, helping to restore your skin's natural balance and promote a return to its natural, radiant state.

**INSTAGRAM** [mokoshskincare](#)

**SHOP** [mokosh.com.au](#)

**USE** FASHION for 10% off

"We don't need a handful of people doing zero waste perfectly. We need millions of people doing it imperfectly."

*Anne Marie Bonneau.*

## SUSTAINABLE BEAUTY ON A BUDGET

A sustainable beauty regime doesn't have to be expensive. Besides ditching single-use plastic packaging and opting for zero waste products, you can also make your own beauty products at home!

1

### PLASTIC FREE BODY SCRUB

You can make your own body scrub from home without the waste. If you're a coffee lover, reuse your coffee grinds or substitute with granulated sugar. Simply mix  $\frac{1}{4}$  cup of coconut oil and  $\frac{1}{2}$  cup of ground coffee beans with a few drops of your favourite essential oils and mix it all together. Scrub away!

2

### PLASTIC FREE FACE MASK

Living a truly sustainable life doesn't mean giving up your self-care or self-love rituals. It's about finding or creating plastic free alternatives to the everyday products you use - like this face mask recipe. Mix  $\frac{1}{2}$  an avocado with 1 teaspoon of honey, apply to skin, leave on for 15 minutes, then rinse off. Beautiful!

3

### PLASTIC FREE LIP BALM

What's the secret to luscious lips the planet-friendly way? Homemade lip balm! Melt equal parts of shea butter, coconut oil and natural beeswax in a pot on low heat. Add a few drops of essential oils, then remove from the heat, pour into a jar or reusable tin, and let it set. Easy peasy planet-friendly pout!

**The average person uses 300 toothbrushes in their lifetime. More than 3.5 billion plastic toothbrushes are sold every year. Most are made from polypropylene which never decomposes. It's time to switch to a biodegradable toothbrush! Bamboo is home-compostable.**



## **Toothcrush**

Toothcrush is a proud part of a giant, awesome movement away from unnecessary plastic products. Toothcrush delivers the most convenient and fun sustainable smile with bimonthly or quarterly bamboo toothbrushes which are not only natural, sustainable and biodegradable but also beautiful. There's the added fun of different coloured bristles for each delivery which actually makes brushing exciting! The handles can be reused creatively or simply added to your compost once the bristles are removed.

**INSTAGRAM** [toothcrushco](#)

**SHOP** [au.toothcrush.com](#)

**USE SMILE10** for 10% off your first year



**More than two billion disposable razors are sold, used and sent to landfill every year. Single-use razor handles, grips and cartridges are made from a mix of metal, rubber and plastic, so they're not recycled. It's time to ditch disposables and switch to a reusable metal razor!**



## **Leaf Shave**

Leaf Shave is a world leader in modern plastic free shaving razors for women and men shaving anywhere, head to toe. The Leaf razor is the world's first multi-blade plastic free razor with a pivoting head, and it's a dream! Leaf Shave is also Certified Climate Neutral and their packaging is plastic free. Leaf Shave razors are durable and resilient, finished to resist rust and corrosion, and they're backed by a lifetime warranty. If your Leaf Shave razor ever finds an end of life, it'll be recycled as scrap metal.

**INSTAGRAM** [leafshave](#)

**SHOP** [leafshave.com](#)

**USE** LEAFYLOVE for 10% off

# Sustainable soap.

Packaged soap is a problem. Firstly, if it's wrapped in soft plastic packaging, that plastic is single-use and it ends up in landfill or it washes into our waterways.

If you're buying hand soap or body wash packaged in plastic bottles, they're pretty nasty too. More water is used to make the plastic bottle than the actual soap product inside the bottle - so they're wasteful in a few ways.

Then there's the water runoff. If soap isn't made with ocean-safe or natural ingredients, when it washes down the drain, it pollutes our waterways and poisons our wildlife.

Soap needs to be natural and biodegradable to be considered eco-friendly, but most common soaps are made with chemicals like triclosan. Triclosan is a synthetic antimicrobial chemical and it's been linked to hormone disruption and increased allergies.

We all like smelling squeaky clean but it's time to rethink our soap habits and buy better products for bathtime!

## *What's the solution?*

Try plastic free bars packaged in paper boxes.  
Avoid single-use soap bottles.  
Buy natural and organic soaps.  
Try refillable and reusable options.





## **Eco Savon**

**INSTAGRAM** [ecosavon\\_australia](#)

**SHOP** [ecosavon.com.au](#)

**USE** TFA at the checkout for 15% off

Eco Savon proudly stocks the Marius Fabre range of Certified Organic skincare, natural home cleaning and personal care products. Certified by ECOCERT Greenlife, which is the benchmark for organic and ecological labelling, the Marius Fabre range comes with a guarantee of quality and is respectful to the environment. These 100% natural plant-based soaps are palm oil free, hypoallergenic, sustainable, biodegradable, chemical free and cruelty free, and all packaging is recyclable too!



## **moss & pear**

**INSTAGRAM** [mossandpear](#)

**SHOP** [mossandpear.com.au](#)

**USE** PEAR15 for 15% off your first order

moss & pear is a zero-waste online store. Initially launching with handmade Timber Magnetic Soap Holders, it now sells Aussie brands that align with the ethos of reducing plastic waste. moss & pear's soap holders prolong the life of your soap bar by allowing it to air dry between uses. They're made from sustainably-sourced hardwood, they have a super adhesive strip on the back which can attach to any surface, and no screws are required. Avoid soggy soap in the bathroom, kitchen or laundry!

**"When a lot of people  
do a little bit, it makes  
a big difference."**

Claire Goldsworthy.

# Sustainable fashion.

I thought you'd never ask. I run one of Australia's largest online stores for ethical and sustainable fashion, beauty and lifestyle brands, but I haven't always been this much of an eco-warrior.

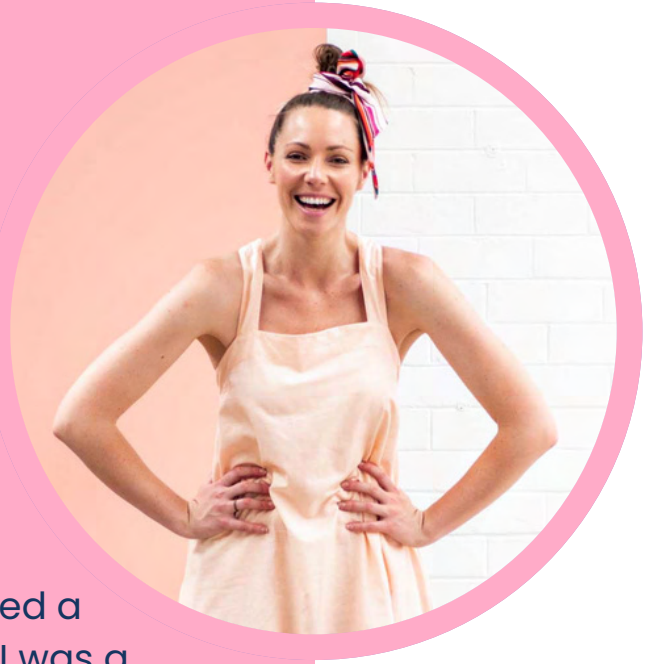
I was the kid at primary school who started a recycling drive, but in my early twenties, I was a fast fashion addict. I ran a sustainable fashion label, but every weekend, I shopped at Supré.

By my late twenties, I had a big problem with fashion. I was shopping on a weekly basis, and the only way to curb my habit was to quit cold turkey.

So, in 2018, I didn't buy a single piece of clothing, except for a \$9 pre-loved outfit from Vinnies for a client's fashion event, some undies and a pair of socks.

Did I have a positive environmental impact that year? Absolutely. Was it hard? **Absolutely.** Will I do it again? Probably not. Why? I'm an ethical and sustainable fashion advocate, and I now realise the world *needs* to buy clothes, I just want the world to *buy better*.

I want to inspire you to make better fashion choices, not to go cold turkey and completely stop buying clothes altogether. I did that for a whole year, and maybe I'm not the kind of person



reduce



reuse



recycle



repair



rent



research

who copes well with cold turkey, but it actually made me feel *worse* about fashion when it was meant to make me feel better. It made me question my entire business and who I was, and for 365 days, I felt like a fraud. I was running The Fashion Advocate, an online store *selling* things, but I was buying nothing at all myself.

Deep down, I think I was punishing myself for spending \$6500 on fashion the year before and maybe it was a way to balance my habit.

But this kind of yo-yo shopping is no different to yo-yo dieting, and it took a year of crazy spending and then a year of no spending at all to work out what was going on in my relationship with fashion.

For someone who lives, loves and breathes fashion, going 365 days without a single new purchase is one hell of a feat, but I had my moments. I was close to breaking point as early as February when my birthday rolled around and I felt like I needed 'something new'. I didn't crack, but I wanted to.

Then there was fashion week in March and all the eyes that would be watching what I was wearing. Then there was a wedding and the people who expected 'the fashion blogger' to look good. Then something else, and another event, and another, and it was *really, really hard*. Every other year I would have bought something new for every one of those situations, but in 2018, I didn't.

The feeling of desperately needing something new to wear every weekend to impress *everyone else* eventually wore off around June, and I started looking at my wardrobe with a creative spark in my eye, instead of looking at it like cold gluggy porridge.

I'd emotionally come to terms with my commitment six months in, and it got a lot easier. There were even moments I absolutely loved it. There were no more stressful last-minute dashes to the shops; I was forced to find something I had at home and just wear it. There were no more endless hours of scrolling through online sales; I knew

I wouldn't buy anything anyway. There were no more impulse buys or the regret that came with them; I was forced to appreciate and use what I had. I saved money and stopped buying a monthly ten-pack of coat hangers; there was nothing new to hang on them. I also stopped feeling like I couldn't afford things that were out of my reach; because even if I could, I wasn't buying anything anyway. I became less fashion-stressed and less fashion-obsessed.

It was a far cry from what I once was - **a fast fashion fanatic**. There was a time when my wardrobe spread across one walk-in robe, a custom-built robe (because no store-bought robe could handle the weight of it all), the spare bedroom cupboards, the third bedroom cupboards, plus at least five suitcases in my mother's ceiling storage. My wardrobe occupied an entire house and it was just too much.

Clothing is and always has been a treasure to me, so I've struggled to throw away anything I've ever bought and I'm captivated by pretty things, but as I've decluttered over the past few years, changed my personal direction, and learnt more about the impact of my clothes, I've slowed my buying right down. In the instance of 2018, I completely stopped buying clothes altogether.

But, when 2019 rolled around, I felt like a crazed shopaholic with an unlimited credit card who'd just been let out of jail. I started scrolling through online sales on Boxing Day, relentlessly filling up shopping carts and waiting for 12:01 am on January 1st to roll around. I immediately started stressing about what to wear on New Year's Eve, because for some reason the suitcase of clothing I had with me on holidays, was all of a sudden not good enough. Then, on January 3rd, I bought something new, three days out of my year of abstinence.

So, what did I learn? The fashion industry is rife with social justice issues and it's responsible for millions of tonnes of pollution, but I can't just stop buying fashion and I can't just shut the industry down. Instead, **we need to buy better**. We need to demand more

transparency and *better working conditions*, and we need to reinvent the industry we've ruined with consumerism and greed. We don't need more meaningless trends, we need more meaningful quality. We don't need polyester, we've lived for thousands of years without it. We need more natural fabrics, more eco-friendly dyes, better standards, and more laws around chemical dumping and water waste in the fashion industry. We need to reverse fashion's impact on the environment.

We can't just stop making and buying fashion because it employs millions of people that rely on that work to live. **We just need to start making fashion better.**

Buying fashion is perfectly fine, there's no guilt in that, so long as it's ethical, sustainable, and it's worn over and over again, for years and years. When something breaks, it needs to be fixed, not just thrown away, and when it's beyond repair, it needs to be reused or recycled. Endless buying and one-time-wearing is the problem, but buying fashion and loving it, living in it, and cherishing it – is not.

I want to inspire you to shop sustainably and buy better fashion, which is why I started The Fashion Advocate a decade ago.

We don't sell polyester. Our packaging is plastic free. We don't sell plastic or polymer jewellery. We only sell ethical labels. We plant a tree with every sale. We only stock ethical brands and we advocate for positive social and environmental change. **Because ultimately, it's not about boycotting buying, it's about buying better.**



**THE FASHION ADVOCATE**

**INSTAGRAM** [thefashionadvocate](https://www.instagram.com/thefashionadvocate)

**SHOP** [thefashionadvocate.com](https://www.thefashionadvocate.com)

**USE** TFAGUIDE for 10% off your first order



**Traditional hair ties and hair elastics are made with synthetic materials, polyester and nylon. Elastic is plastic. Plastic is made from petroleum. Hair ties can take over 500 years to break down but they never decompose. It's time to ditch synthetic plastic hair ties and switch to something prettier.**



## **Sustain by Kat**

Sustain makes high-quality timeless clothing and sustainable accessories using 100% natural materials right down to the thread. Sustain's organic fabrics, organic thread and organic plant dyes are all-natural and biodegradable. They avoid plastic fabrics, synthetic dyes and other toxic chemicals that absorb into your skin and cause health issues. Sustain's clothing is ethical, sustainable and organic, and their hair ties are made with organic cruelty-free silk, organic cotton sewing thread, natural rubber elastic and organic plant dyes. They're plastic free, sustainable and super cute!

**INSTAGRAM** [sustainbykat](https://www.instagram.com/sustainbykat)

**SHOP** [sustainbykat.com](https://www.sustainbykat.com)

**USE** FASHIONADVOCATE for 10% off

# THE TRUTH ABOUT

# polyester

Polyester is plastic. Uh oh.

70 million barrels of oil are used each year to make the world's use of polyester.

Polyester takes 200+ years to break down in landfill but it never decomposes. It just breaks down into smaller plastic particles.

More than 60% of all fashion is made with polyester.

When polyester is washed, tiny plastic microfibers shed into the runoff water and make their way into our oceans.

Fashion is now responsible for 35% of the microplastic fibres found in the ocean.

The manufacturing process of polyester emits gasses like N<sub>2</sub>O, which is 300 times more damaging to our environment than CO<sub>2</sub>.

## What's the solution?

Don't buy polyester.  
Check your garment labels and do your research.  
Buy natural and biodegradable materials.

# Sustainable smalls.

Smalls. Underwear. Undies. Socks. Jocks. Lingerie. Panties. Scanties. Undermentionables. Whatever you call them, we all wear them, and when nearly eight billion people in the world own more than a few pairs of everything – bras, socks and undies – that's a lot of smalls.

18 million bras make their way into landfill every few years in the U.S alone and most of them are made with polyester and plastic fixtures.

Every second, the equivalent of a rubbish truck load of fashion is burnt or buried in landfill.

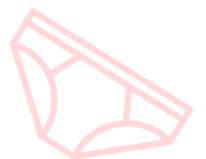
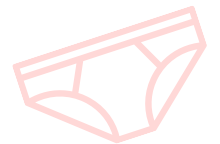
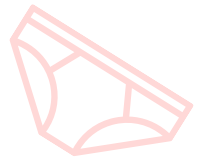
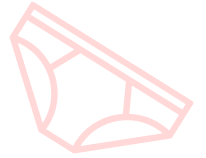
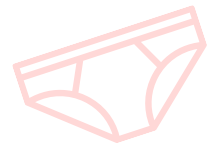
92 million tonnes of textile waste is created annually by the fashion industry.

Annual fashion production has doubled since 2000 but the average piece of clothing is worn 36% fewer times now than it was 15 years ago.

The world has a problem with fashion waste and our underwear drawers are being overlooked. It's time to mix up your unmentionables and start wearing more sustainable smalls.

## *What's the solution?*

Do your research and buy better.  
Avoid synthetic materials and nylon.  
Opt for natural or recycled fabrics.  
Recycle old underwear, bras and socks properly.





### **The Very Good Bra**

**INSTAGRAM** [theverygoodbra](#)

**SHOP** [theverygoodbra.com](#)

The Very Good Bra is a world-first, 100% plastic-free bra made in 27 proper bra sizes. Launched via Kickstarter in 2018, it has saved over 10,000 conventional bras from landfill and 9kgs of micro-plastics from our oceans through laundering. The Very Good Bra also makes briefs and sleepwear using only organic cotton and Tencel, natural rubber elastic (not polyester elastic) and 100% cellulose sewing thread. The Very Good Bra range is completely free from spandex, polyester or nylon, and they're also an accredited BCorp!



### **TORE Socks**

**INSTAGRAM** [wearetoreaus](#)

**SHOP** [wearetore.com.au](#)

**USE** TFA15 for 15% off your first order

Socks. A wardrobe essential that shouldn't cost the earth. TORE socks are the world's first 100% totally recycled socks. TORE was born to help reduce the negative impact fast fashion and global consumerism has on the environment, without compromising on comfort or style. By purchasing a pack of TORE socks, you're positively impacting the environment! Each pack of TORE socks saves 1050 litres of fresh drinking water, and diverts 2.4 plastic bottles and 0.6 t-shirts from landfill.

**And while we're down there... Plastic period products are a big problem. 1.4 million pads and 2.5 million tampons are flushed down the toilet every day in the UK alone. 57 million tampons and pads are flushed down the toilet each month in Australia. Bin them, don't flush them!**



## **Fab Little Bag Australia**

FabLittleBag was designed to protect our oceans and waterways from period pollution, the fifth largest polluter of single-use plastics in our oceans. FabLittleBag bags are made with 70% plant-based and 30% recycled materials, and they're the perfect sustainable and hygienic sanitary disposal bag. The new Hygeeni is a larger bag perfect for nappies and personal medical waste products. The award-winning bags are leak-free, mess-free, odour free and have patented loops for one-handed use. These are a handbag staple!

**INSTAGRAM** [fablittlebagaustralia](#)

**SHOP** [fablittlebag.com.au](#)

**USE** UGSL1 for 10% off the full range



REDUCE

*reuse*

RECYCLE

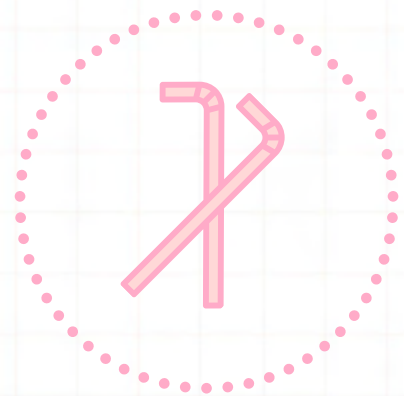
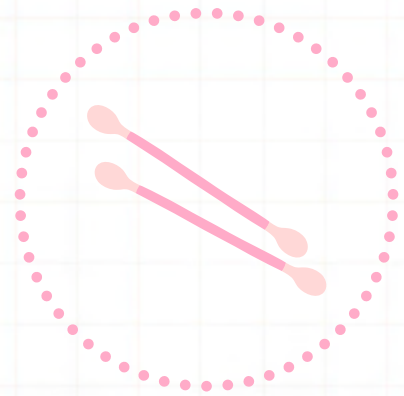
# Little things can have a big impact.

There's a lot we can all do to live a little more sustainably. One of the biggest impacts we can have is to change the *smallest* things we use.

1.5 billion single-use plastic cotton buds are thrown away every single day and because they're so small, they're not properly recycled.

Every day, Americans use and dispose of over **half a billion** single-use plastic drinking straws and Australians use over 10 million single-use plastic drinking straws.

40 billion single-use plastic takeaway spoons, forks, and knives are used and thrown away every year around the world and 91% of them aren't recycled.



## So what's the solution?

For every single-use product, there's a reusable or more sustainable alternative that exists - you just have to look for it! If you absolutely cannot avoid single-use items like picnicware, cotton buds, straws and takeaway cutlery, switch to more sustainable options like bamboo instead of plastic. Biodegradable is always best. Reduce, reuse, recycle!



### **Life of Coco**

**INSTAGRAM** [lifeofcoco.aus](https://www.instagram.com/lifeofcoco)

**SHOP** [lifeofcoco.com.au](https://www.lifeofcoco.com.au)

**USE** PFL for 15% off storewide

As the brand name suggests, 'Life of Coco' is all about living the 'Life of a Coconut' amongst the sun, sand and water. The Life of Coco range is full of fun and practical eco-wares, and beach and outdoor accessories are coming soon. Life of Coco coconut bowls and bamboo products are 100% sustainable, ethically sourced from rural farms in Vietnam, and handcrafted with care. Life of Coco is on a mission to protect our planet for generations to come with eco-friendly alternatives to single-use plastic.



### **Sol Seekers Picnic Blankets**

**INSTAGRAM** [solseekersau](https://www.instagram.com/solseekersau)

**SHOP** [solseekers.com.au](https://www.solseekers.com.au)

**USE** FASHIONADV10 for 10% off over \$90

Sol Seekers is an eco-driven project focused on picnics and artwork depicting native flora and fauna. Working with contemporary Australian and Aboriginal artists to feature their prints, Sol Seekers picnic blankets are made with 100% recycled fabric, using thread woven from post-consumer plastic bottles to help curb single-use plastic excess. Light, strong and super soft, their picnic blankets are the perfect companion for outdoor adventuring. Each blanket diverts 45 plastic bottles from landfill.



# THE TRUTH ABOUT

# plastic bags

Plastic bags never biodegrade or decompose. They exist forever.

When plastic bags sit in landfill, they spend hundreds of years emitting dangerous and toxic gases and chemicals into the soil.

Five trillion plastic bags are produced annually worldwide.

Two million plastic bags are used every minute worldwide.

Americans throw away 100 billion single-use plastic bags every year.

Plastic bags end up in the ocean. Turtles confuse plastic bags for jellyfish and eat them. More than 52% of the world's sea turtles have consumed plastic debris.

300 million plastic bags end up in the Atlantic Ocean alone each year.

## What's the solution?

Say no to single-use plastic bags.  
Invest in good quality, durable reusable bags.  
Keep a stash of reusable bags in the car so you're always prepared.  
If you do use a plastic bag, recycle it properly with soft plastics.

**A single-use plastic bag is used for an average of 12 minutes or less. 12 million barrels of oil are used to make the 100 billion plastic bags that America uses every year. Australians use six billion plastic bags every year. It's time to change and ditch single-use plastic bags. Choose to reuse!**



## **Onya**

Since 2004, Onya have been creating high-quality reusables including their award-winning Reusable Produce Bags made from recycled plastic drink bottles. They are lightweight and include the tare weight on the label for easy checkout. The see-through mesh also makes it easy for the checkout operator to see what's inside. Available in five and eight packs in a variety of colours, they're 100% recyclable and include a handy storage pouch with a clip so you can keep them Onya!

**INSTAGRAM** [onyalife](#)

**SHOP** [onyalife.com](#)

**USE** pfl10 for 10% off

# Sustainable Swap



## Custodians of Our Planet

So many of the small decisions we make today will have a profound impact on the world tomorrow. We're all becoming increasingly aware that our choices will reverberate down through future generations of all living things, and it's on us to make those choices better ones. And sometimes, that can feel more than a little bit overwhelming. Enter C.O.O.P, whose goal is to make helping the planet easy, by designing handbags that make sustainability frictionless – and beautiful. C.O.O.P's bags are made with repurposed and recycled waste materials, and when you're done with them, they'll take them back, repair or recycle them, and even give you a 15% discount on your next purchase to say thanks.

**INSTAGRAM** [weare\\_coop](#)

**SHOP** [wearecoop.com.au](#)

**USE** TFA10 for 10% off

# Sustainable stationery.

300 million tonnes of paper are produced every single year. That's a lot of paper and a lot of trees.

The U.S alone uses more than 68 million trees each year to make paper and paper products.

160,000 trees are cut down every single day around the world to be used by the paper-making industry.

Around 13 litres of water are used to make a single piece of A4 paper.

In the U.S, paper industries contribute to 20% of air pollution annually.

1 tonne of paper also contaminates nearly 100,000 litres of water.

Recycling one tonne of paper can save 17 trees, 26,500 litres of water, 1440 litres of oil, 3.3 cubic metres of landfill space and 4000 kilowatts of energy, which is enough to power the average Australian home for six months.

## *What's the solution?*

Buy recycled paper.  
Recycle your paper waste properly.  
Go digital where possible.  
Buy FSC-certified paper to protect our forests.



**Paper doesn't have to be single-use. One piece of paper can be recycled up to eight times. Look for FSC-Certified stationery and help save the planet. FSC-Certified paper is made from responsibly sourced wood grown in the most environmentally sustainable way.**



## **Notely**

Notely sustainable journals and notebooks help you get organised and do good. Designed and printed in Brisbane, the Notely range is made from recycled and FSC-certified paper and recycled takeaway coffee cups, with no plastic packaging. Notely's mission is to replant the planet one note at a time! As you organise your day, Notely supports native bush replanting efforts across Australia. With your help, they plan to replant 100,000 trees by 2025. So, take notes, plan your day and journal like a wild thing!

**INSTAGRAM** [thenotely](#)

**SHOP** [notely.com.au](#)

**USE** FA15 for 15% off

# SUSTAINABLE LIVING

## Check List

**REUSABLE COFFEE CUP**

**METAL LUNCH BOX**

**METAL STRAW**

**BAMBOO TOOTHBRUSH**

**PLASTIC FREE SOAP**

**REUSABLE RAZOR**

**PLASTIC FREE HAIR TIES**

**BEESWAX WRAPS**

**PLASTIC FREE LAUNDRY PRODUCTS**

**REUSABLE BAGS**

**SHAMPOO BARS**

**REUSABLE PERIOD PRODUCTS**

**HOME-COMPOSTING**

**REUSABLE DRINK BOTTLE**

**SUSTAINABLE FASHION**

**REFILLABLE CLEANING PRODUCTS**

**FSC-CERTIFIED STATIONERY**

**SUSTAINABLE BEAUTY PRODUCTS**

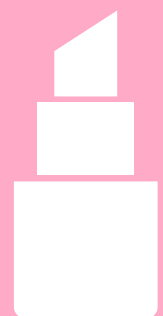
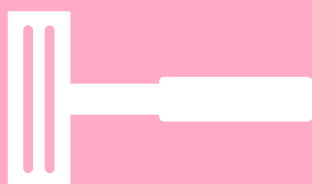
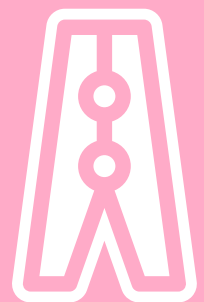
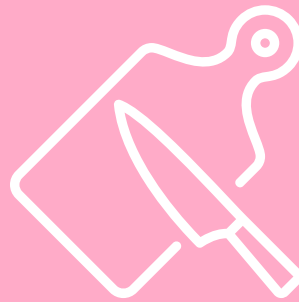
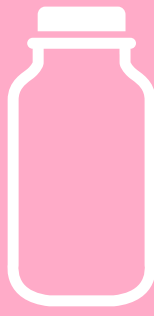
**BE THE**

**CHANGE**

**YOU WANT**

**TO SEE IN**

**THE WORLD**





**thefashionadvocate.com**



**REDUCE**

**REUSE**

**RECYCLE**

**REPAIR**

**RENT**

**RESEARCH**