



RUMSON junior GREEN TEAM

SUSTAINABLE BRANDS INITIATIVE

Below is a categorized list of brand-alternatives that can help you choose more sustainable options in your everyday life, with links to each brand's website. This list is routinely updated! If you are aware of any sustainable brands to add, please email info.rumson.environmental@gmail.com or erin.kenney7@gmail.com!

CATEGORY	BRAND NAME	SUSTAINABILITY	WEBSITE
CLOTHING	LEVIS	Uses 96% less water than a typical pair of jeans during production. The brand publicly shares its in-depth sustainability commitments throughout the product life cycle.	https://www.levi.com/US/en_US/
CLOTHING	ALLBIRDS	First, they measure the emissions for products entire life cycle from raw materials stage through end of life products. Next, they reduce their impact by incorporating things like natural and recycled materials. And finally, they offset the little bit that's left with carbon offsets, making Allbirds a completely carbon neutral business. Goal: emit no carbon in the first place.	https://www.allbirds.com
CLOTHING	PATAGONIA	They built robust environmental and animal welfare responsibility programs to guide making their materials and products. It is also ensured that the products are produced under safe, fair, legal and humane working conditions.	https://www.patagonia.com/home/
CLOTHING	PANGAIA	They create essential products from innovative tech and bio-engineered materials, ranging from bio-based, recycled fibres and materials made from recycled plastic bottles. Natural botanical dyes are made from natural sources.	https://thepangaia.com
CLOTHING	VEJA	Veja uses a high proportion of environmentally friendly materials, including organic cotton and is made with raw materials sourced from ecologically friendly farming, which avoid the use of chemicals and polluting processes. (3 plastic bottles = one pair of sneakers) The design is 100% vegan. They use the fish skin discarded from freshwater fish farms, along with vegetable dye and recycled PET plastic.	https://www.veja-store.com/en_us/
CLOTHING	FAIR HARBOR	The boardshorts and swim trunks are made using post-consumer recycled plastic bottles that are transformed into function fabric.	https://www.fairharborclothing.com/
CLOTHING	REFORMATION	Reformation uses eco-friendly materials such as Tencel and other recycled materials & limits the amount of chemicals and water used in production. Renewable energy is also used in its supply chain. Clothing offcuts are reused to minimize textile waste. They are partners with Native Energy and Bonneville Environmental Foundation to support a project in India that encouraged the use of clean energy, helped install water filters for houses in Honduras, and contributed 140 million gallons of freshwater to dried rivers and wetlands in California.	https://www.thereformation.com/

CLOTHING	BOYISH JEANS	Boyish jeans uses recycled water. They are cruelty-free and People for the Ethical Treatment of Animals (PETA) approved (no use of leather or animal products). They use recycled cotton, plant-based dye, and compostable packaging. Clothing offcuts are recycled to minimize textile waste.	https://www.boyish.com/
CLOTHING	GIRLFRIEND COLLECTIVE	They use 100% post consumer water bottles and polymerize them to get a recycled yarn used for clothing. There are limits on the amount of chemicals and water waste. (25 water bottles = 1 pair of leggings)	https://www.girlfriend.com/
CLOTHING	THREADS 4 THOUGHT	Their polyester material used is made from recycled plastic bottles + nylon made from recycled fishing nets. They use Global Organic Textile Standard (GOTS) certified organic cotton. 80% of their wastewater is recycled & reused → saved over 500 million gallons of water.	https://www.threads4thought.com/
CLOTHING	CUYANA	Cuyana uses eco-friendly materials including organic cotton. Some of its tanneries are certified gold by the Leather Working Group. It has a limited production run to minimize textile waste.	https://www.cuyana.com/
CLOTHING	ROTHYS	Rothy's knits their shoes with recycled materials (mainly plastic water bottles) by using 3D knitting technology. Their cardboard inserts are biodegradable and boxes are made from recycled materials. They offset carbon emissions by partnering with The Envira Amazonas Project: A Tropical Forest Conservation Project (via carbonfund.org)	https://rothys.com/
CLOTHING	MATE the label	They Use eco-friendly organic cotton (GOTS certified) → uses 87% less water than conventionally grown cotton and emits 45% less greenhouse gases. Made with non-toxic, low impact dyes & the packaging is made with 100% recycled materials.	https://matethelabel.com/
CLOTHING	ADIDAS	Their mission is to end plastic waste. "Plastic today. A problem tomorrow." They are continuing to address their overall carbon footprint by shifting to use 100% recycled polyester in their products by 2024.	https://www.adidas.com/us/sustainability
FOOTWEAR	SUBS	In the manufacturing of recycled plastics into Subs' products they have recycled 9,810 kilograms, or 21,627 pounds of plastic waste that otherwise is bound for landfill, incineration or worst case scenario, the oceans.	https://www.subs.nz
COSMETICS & PERSONAL CARE	ILIA	Sustainable packaging - end of life is more important, so products don't end up in a landfill. ILIA is now using TerraCycle's Zero Waste Box platform that's dedicated to recycling the hard-to-recycle.	https://iliabeauty.com
COSMETICS & PERSONAL CARE	ETHIQUE	Plastic free, carbon neutral, direct trading, palm oil free, cruelty free, & vegan. Offers mini sizes to eliminate waste when first trying the product.	https://ethique.com
COSMETICS & PERSONAL CARE	OSEA MALIBU	Uses recycled plastics to package their products. Eliminated all synthetic ingredients, therefore also eliminating the environmental harm that would be caused in production.	https://oseamalibu.com/
COSMETICS & PERSONAL CARE	ELATE BEAUTY	Uses 90% organic materials & Cruelty free. There are refillable options for most products, with pressed eye colors coming in plastic free seed paper envelopes. They offset all their emissions with Bullfrog Power (Canadian energy retailer offering green electricity from renewable energy) and give back to multiple local and women's-based charities.	https://elatebeauty.com/
COSMETICS & PERSONAL CARE	AXIOLOGY	Does not use any palm oil & is certified by PETA as being cruelty-free and completely vegan. They source all of their outer packaging from a woman-owned recycled-paper boutique in Indonesia. All of their shea butter and moringa oil are purchased through fair trade channels.	https://axiologybeauty.com/

COSMETICS & PERSONAL CARE	ZERO WASTE STORE	Package all of their products with plastic-free, 100% biodegradable shipping materials such as water-activated paper tape, compostable shipping labels, post-consumer boxes, recycled padded mailers, & corn starch packing peanuts. Every part of your package can be composted, reused, or recycled. Every order is carbon neutral. Main goal = to motivate and inspire others to cut out single-use plastics, reduce their everyday waste, and switch to more earth-friendly alternatives.	https://zerowastestore.com
COSMETICS & PERSONAL CARE	THE HUMBLE CO	It's time to act. There is no planet b. The Humble Co.offers a serious alternative to regular plastic products,which are eco-friendly consumer products that are beneficial for everyone to use, including underprivileged people living in remote communities.it is a crime to see the amount of plastic waste that litters and poisons our environment.	https://www.thehumble.co
COSMETICS & PERSONAL CARE	HAPPY ECO	The soft-bristled sustainable toothbrushes are made from Nylon 6 (the most biodegradable nylon in the world), which cleans your teeth without damaging your gums. Partners with Humble Smile Foundation and One Tree Planted charities.	https://www.happyeco.co
COSMETICS & PERSONAL CARE	ISSHAH	Uses bamboo with BPA-free bristles. Ensured that these products are biodegradable & made from plants only. Their natural dental floss is made using cornstarch.	http://www.ishah.com/index.php?route=common/home
COSMETICS & PERSONAL CARE	BRUSH WITH BAMBOO	tooth brushes plant based materials, vegan, eco-friendly packaging. The brushes are USDA certified bio-based, vegan, FDA registered, and Green American certified.	https://www.brushwithbamboo.com/
COSMETICS & PERSONAL CARE	ECO ROOT	Certified vegan and cruelty-free, these toothbrushes bear a 100% compostable bamboo handle. It's also anti-fungal, anti-bacterial, and antimicrobial.	https://ecoroots.us/
COSMETICS & PERSONAL CARE	BITE	Use glass bottles because glass is infinitely recyclable & breaks down into sand at the end of its life. Ship with envelopes from recycled newspapers. Boxes are made with recyclable cardboard & paper tape. Refills are sent in compostable pouches. For a reduced carbon footprint, Bite products are shipped using existing postal routes.	https://bitetoothpastebits.com
COSMETICS & PERSONAL CARE	DAVIDS	They use a recyclable metal tube, fsc certified packaging for the sustainability of the environment, and premium naturally sourced and naturally derived ingredients for the sustainability of you.	https://davids-usa.com
COSMETICS & PERSONAL CARE	CHAGRIN VALLEY SOAP & SALVE COMP	It is their practice to use raw materials that are sourced in an environmentally and ethically responsible manner. They also support sustainable, wholesome agriculture by purchasing natural and organic ingredients.	https://www.chagrinvalleysoapandsalve.com
COSMETICS & PERSONAL CARE	WHO GIVES A CRAP	They're B Corp™ certified for the highest standards of social and environmental impact.Their TP helps build toilets for people who need them.They don't use any inks, dyes or scents.	https://us.whogivesacrap.org
COSMETICS & PERSONAL CARE	RAW ELEMENTS	Raw Elements is committed to sourcing and utilizing the most sustainable, PCR resins, recyclable materials, compostable paperboard, bio-based materials and infinitely recyclable aluminum packaging options available. As a brand, they are committed to using the most effective, yet gentle ingredients in our products that are safe enough for use on babies, while holding up to the demands of athletes. Sourcing and cultivation of agriculture is a critical component in ingredient sustainability.	https://www.rawelementsusa.com
COSMETICS & PERSONAL CARE	BOODA ORGANICS	They use organic, non-GMO, sustainable agriculture practices, as it causes less harm and pollution to our natural world. They are conscious of the packaging used – always trying to choose recycled, biodegradable, nontoxic supplies and to support companies that have similar values to ours.	https://boodaorganics.com

FOOD/DRINK	BEYOND MEAT	Positively impact four growing global issues: human health, climate change, constraints on natural resources, and animal welfare. Products offer substantial protein levels than animal counterparts No antibiotics or hormones Uses significantly less water, land, energy, & generated fewer Greenhouse Gas Emissions than a beef burger	https://www.beyondmeat.com/about/
FOOD/DRINK	IMPOSSIBLE FOODS	Impossible foods makeS delicious meat, fish, and dairy products, from plants, so you can eat what you love, and save the planet that you love. Eating Impossible Burger instead of a burger from an animal means your environmental footprint is much lower: less land and water, and lower greenhouse gas emissions.	https://impossiblefoods.com
FOOD/DRINK	NUMI TEA	Your purchase helps fight global warming, reduce plastic waste, and provide fair wages and opportunities for tea farmers around the world.They use compostable tea wrappers. They're proud to be Climate Neutral. This means they measure, offset and reduce our annual emissions footprint.Their carbon offsets support biodiversity, forest conservation, and community development in the Amazon Rainforest.	https://numitea.com
FOOD/DRINK	GROUNDS FOR CHANGE	Purchases 100% renewable energy for facilities Offsets 100% of nonrenewable energy used in business operations and transportation Uses 100% post-consumer recycled paper Donates coffee bags to local organic farms for use in erosion control Their coffee beans are shade-grown, which prevents the clear-cutting of forest Through a partnership with CarbonFund.org, they plant enough trees to offset all of the carbon emissions that are left, from transportation to packaging, from roasting the beans to the heating of brewing water in customers' homes	https://groundsforchange.com/
FOOD/DRINK	ROGUE CREAMERY	Organic Practices build soil health, encourage native plant growth, build biodiversity, and aid in carbon sequestration. Solar Panels offset energy use. Our Dairy waste repurposing system separates solid from liquid waste and converts both into usable byproducts. Solid, undigested plant matter is cured and processed into bedding that we use in the stalls of the Cow Palace. Liquid waste is used as fertilizer in our pastures. They use Solar Panels that offset energy use.	https://roguecreamery.com
FOOD/DRINK	McCORMICK CORPORATION	They've introduced Grown for Good, McCormick's sustainable sourcing framework, which is the first-ever sustainability certification program in the herb and spice industry and goes beyond current industry standards. McCormick sources all herbs and spices in their portfolio sustainably, beginning with 100% of our branded iconic ingredients (vanilla, cinnamon, black pepper, red pepper and oregano). They buy supplies directly from farmers, increasing supply chain efficiency and allowing farmers to access better prices and services.	https://www.mccormickcorporation.com
FOOD/DRINK	NEW BELGIUM BREWING	As a certified B Corp, they use the power of business to solve social and environmental problems, bringing benefit to coworkers, beer drinkers, suppliers, community, and the planet.	https://www.newbelgium.com
HOME FURNISHINGS	AWARA SLEEP	Mattresses made from natural and organic materials. Natural latex carries the Rainforest Alliance certification for natural materials and manufacturing processes. Unlike poly foam-based mattresses, no odor emanates from Awara mattresses. Silica based fire retardant used as healthy alternative to chemicals.	https://www.awarasleep.com/

HOME FURNISHINGS	BIRCH LIVING	Mattresses are eco friendly and non toxic, made from wool, natural latex and organic materials. Greenguard Gold Certified, Fair trade certified and meets Organic Textile standards	https://birchliving.com/
HOUSEWARES	GROVE CO	Recognized by the 2018 Annual Impact Report for doing good for the planet (Certified B Corporation) Offer products that are gentler on the earth, prioritize post-consumer materials for packaging, and carbon offset every shipment that goes out our door. Arbor Day Foundation partnership to plant trees across the United States	GROVE.CO
HOUSEWARES	REZIP	They created products that sustain the earth, such as (re)zip® reusable storage bags. These products tend to last forever; but in the rare case they don't, they are committed to making sure they contribute to the product cycle in a new way. They have partnered with TerraCycle®, who works with more than 100 major brands in the US and 22 other countries worldwide to collect used packaging and products that would otherwise be destined for landfills. They repurpose that waste into new, innovative materials and products that are available online and through major retailers.	https://rezip.com/pages/about-us
HOUSEWARES	METHOD	Method's entire product line is safe for use around pets and is specially formulated to put the hurt on dirt without harming your furry friends. They use colorants that are safe for people + the planet, as well as recycled plastic to reduce the footprint of our products and incentivize recycling. Method primarily uses plastics 1 and 2 and designs all packaging for maximum recycled content, material efficiency and recyclability. The Refill pouches offer a 78-82% water, energy + plastic savings vs. a bottle. The soap factory utilizes a wind turbine, green roof, and solar tracking trees.	https://methodhome.com
HOUSEWARES	SEVENTH GENERATION	Seventh Generation believes in and implements plant based ingredients, scents made from real ingredients, no synthetic fragrances or dyes, recycled packaging, and ingredient transparency.	https://www.seventhgeneration.com/home
HOME FURNISHINGS	AVOCADO GREEN MATTRESS	The green mattresses and bedding are certified organic and non-toxic. Our materials include GOLS organic certified latex, GOTS organic certified wool, GOTS organic certified cotton, and GOTS organic certified kapok fiber. Their factory & wood shop are GOTS organic and FSC® certified facilities – powered entirely by renewable energy. They donate one percent of all revenues to environmental nonprofits through our membership with 1% For The Planet.	https://www.avocadogreenmattress.com/
LAWN & GARDEN	NEEM OIL (Product)	The oil is plant based, natural, biodegradable and nontoxic. It breaks down into the environment like any other naturally occurring organic oil. Using neem oil as pest control can be effective in protecting plants from many common garden insects including aphids, cabbageworm and whitefly. Neem oil is 100% natural and non-toxic to humans and pets, is inexpensive, and offers a long-term solution to pest problems.	
TECHNOLOGY	PELA CASE	They offsetted last year's entire footprint by purchasing carbon credits and is Climate Neutral. 1 credit negates 1 ton of carbon. Pela Case is continuing to promote the Pela 360 Program globally to decrease product end-of-life waste and helping to manufacture facilities shift to renewable power sources & improve the efficiency of their operations.	https://pelacase.com
TRAVEL	PARAVEL	Features a recycled polycarbonate shell, recycled zippers, a lining made from upcycled plastic water bottles, and a recycled, aircraft grade aluminum handle. Material made from 100% post-consumer recycled plastic water bottles	https://tourparavel.com

CAMPING	REI	Sustainable gear built to last. Through rentals and used gear, they get more people outside and maximize the lifespans of our products.	https://www.rei.com
CAMPING	REPREVE	These leading brands are using REPVE fiber to make high-quality products from trusted recycled content. REPVE is the leading, most trusted, branded performance fiber made from recycled materials (including plastic bottles). We transform recycled bottles into an amazing fiber, used by the world's leading brands to make athletic and fashion apparel and more. Our process embeds properties like wicking, adaptive warming and cooling, water repellency, and more at the fiber level. For reliable, durable quality.	https://repreve.com/discover
ACCESSORIES	NOMADIX	They create durable and versatile products, using recycled materials, manufacturing responsibly, and collaborating for change. They've committed to using post-consumer recycled materials for everything they make. And since their fibers are designed to dry quickly and resist bacteria that cause towel funk, you can wash less and save precious water. Through years of research and development into turning recycled plastics into durable and versatile fibers, developing responsible manufacturing practices, avoiding harmful dyes that waste and pollute our water, we protect the world we love.	https://www.nomadix.co
ACCESSORIES	SEA2SEE	We redesign a supply chain where waste has value in order to create a sustainable and scalable solution that reduces marine plastic and improve the lives of marginalized coastal communities living in biodiversity hotspots of developing countries. Where you see waste, we see raw material. Less plastic, cleaner coastal environment, cleaner Ocean, more fish and sustainable supply chain. 1 Frame = 1 kg marine plastic collected & recycled.	https://www.sea2see.org
ACCESSORIES	A GOOD COMPANY	Climate neutral shipping. 4% donated to A Good Foundation. We're carbon negative	https://agood.com
TRANSPORTATION	LIME	Through the equitable distribution of shared scooters, bikes and transit vehicles, we aim to reduce dependence on personal automobiles for short distance transportation and leave future generations with a cleaner, healthier planet. Lime is driving the transformation to create people-first cities that are healthier, more equitable, and carbon free.	https://www.li.me/en-us/home
PET SUPPLIES	WEST PAW	It means they manufacture everything with care using safe, sustainable materials that are better for the earth, for our workers, and for our pets. Their USA-made proprietary formula, this plastic blend can be ground up and recycled into more toys. Their freeze-dried treats are created with a high-pressure pasteurization process (HPP), subjecting each piece to pressures greater than what you'd find in the bottom of the ocean. This removes the presence of any bacteria or pathogens, while maintaining nutrients and preserving the flavor.	https://www.westpaw.com