

method. DISH + HAND odor eliminating 2-in-1 soap

packaged in the world's **first bottles made with a blend of recovered ocean plastic and post-consumer recycled plastic**, a combination that results in the uniquely gray resin

the ocean plastic in this packaging was **hand-collected on the beaches of Hawai'i by method employees and local Hawaiian volunteer groups** from Sustainable Coastlines Hawai'i and the Kōkua Hawai'i Foundation

available **exclusively at Whole Foods Market** nationwide and at methodhome.com, retails for \$4.99

biodegradable and naturally derived odor-neutralizing formula available in **sea minerals** and **sweet water®** fragrances

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OUR PARTNERS



envisionplastics.com



Sustainable Coastlines Hawai'i



Kōkua Hawai'i Foundation



Whole Foods Market



introducing the world's first bottle made with ocean plastic

method.

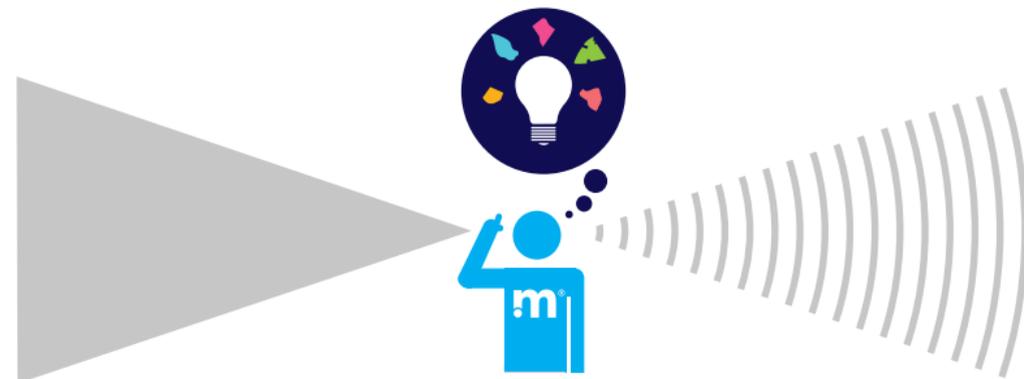
THOUGHTFULLY PRINTED ON PAPER THAT IS 100% POST-CONSUMER RECYCLED GREEN SEAL APPROVED ACID-FREE WIND ENERGY OFFSET

but first a little background. ➡



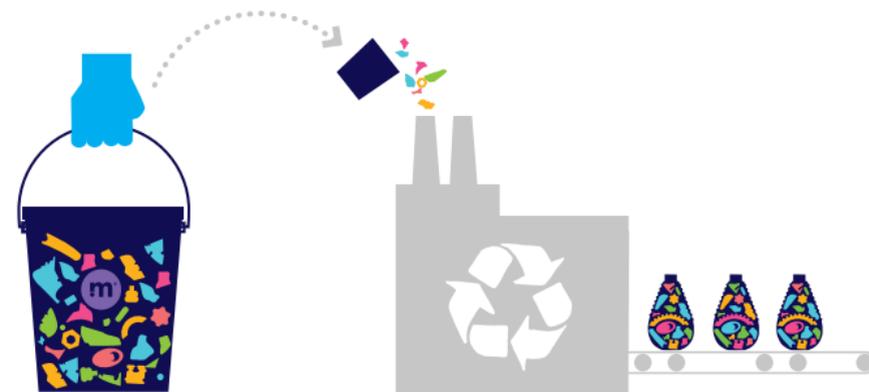
THE PROBLEM

it's estimated that several million tons of plastic makes its way into our oceans every year, polluting the environment and hurting our marine populations. and the problem isn't going away anytime soon as more plastic washes up on beaches everyday.



WHAT WE'RE DOING ABOUT IT

as a small soap company, we know we can't clean up the world's oceans. but we can raise awareness about the issue and use our business to demonstrate smart ways of using and reusing the plastics that are already on the planet. we think the best way to do that is by proving that solutions exist, even at a small scale. so that's what we're doing.



HOW WE'RE DOING IT

over the past year and a half, method employees, with the help of local beach clean-up groups and volunteers, have hand-collected more than one ton of plastic from the beaches of Hawai'i. and working with our recycling partner, Envision Plastics, who were willing to take a chance on making the impossible possible, we've taken plastic from the beach and turned it into bottles.



HOW IT HELPS

through this new + innovative use of recovered ocean plastic, we hope to show how design can be used to tackle environmental problems. we're not saying that the solution to the ocean plastic problem is making bottles out of trash, but by doing so we can prove that there are alternatives to using virgin materials – like PCR plastic, which we use in all of our bottles. by recycling + reusing existing plastic, we can turn off the tap. and that is the first, most important step toward improving the state of our oceans.

OCEAN PLASTIC FACTS



plastics are estimated to represent almost 80% of the total marine debris floating in the world's oceans.



on average, 46,000 pieces of plastic are swirling in each square mile of our oceans.



every year, at least one million sea birds and 100,000 sharks, turtles, dolphins and whales die from eating plastic.



fish in the middle depths of the northern pacific ocean are ingesting as much as 24,000 tons of plastic each year.



267 species around the world are harmed by plastic. 86% of sea turtles, 44% of seabirds and 43% of ocean mammals ingest or become tangled in plastic.

sources: epa.gov/region9/marine-debris/faq.html, thinkoutsidethebin.com/2011/06/02/a-sea-of-plastic-more-plastic-than-plankton-in-our-ocean/, articles.latimes.com/2011/jul/02/local/la-me-garbage-patch-fish-20110701