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No packaging,
no advertising
space.

Ocean (waste) plastic

Expectation: By buying one of these products, we're helping to reduce plastic waste in the oceans. Fact: These products are made of plastic waste collected from beaches, coastal regions, or the oceans. Only a tiny amount can be fished out, and all of it contains toxic additives.

100% recycled plastic

Expectation: The plastic comes from used products collected separately for recycling. Fact: Only PET bottles are separated and collected using the deposit system in some countries. Most of the recycle comes from waste generated during bottle production that was never a finished end product. In a sense, it is virgin plastic that is remelted.

Bioplastic

Expectation: The product is better for the environment than other plastic products. Fact: The term is unclear. There is »bio«degradable plastic and »bio«-based plastic – neither of which are free of chemicals or a real solution to the plastic crisis.

Recyclable

Expectation: Packaging that is recyclable will be recycled. Fact: Recyclability doesn't say that recycling actually occurs.