

Did you know that the majority of plastic manufactured globally is used only once, and then sadly thrown away? This is a disturbing fact as plastic can take anywhere from decades to thousands of years to break down. Plastic pollution is causing irreversible damage to our planet at an alarming rate. With Earth Day just around the corner on 22 April 2020, now is the time to eliminate plastic from your lifestyle. Christina Kjaergaard, Commercial Manager at Pure Planet Club said, "Celebrating Earth Month every year in April and Earth Day on April 22nd presents a significant opportunity to open new conversations about the need to save our planet, so we are very supportive of the annual initiatives. We're keen to get amongst the conversation and challenge people to take action. "It seems everyone is started to talk about the environment all year round, which is a very positive movement and we hope it stays this way! Why should we limit important conversations about climate change and eco-behaviours to just one month of the year?" added Christina. Pure Planet Club's mission is to help everyday people make a difference to help prevent climate change and protect the earth, just by making a few simple swaps to their household purchases. Christina Kjaergaard shares 6 ways you can save our planet this Earth Day and beyond: Ditch plastic wrap; use beeswax wrap. An amazing plastic-free alternative to plastic wrap, which is used so often and creates lots of plastic waste in our world. Beeswax wraps do not harm our planet and work just as well! Choose eco-friendly beauty goods. Think about your toothbrush, hairbrush and all those other beauty products you use that are packaged in ridiculous amounts of plastic. It's time to say goodbye to plastic beauty goods. Look for plastic-free options made from compostable and recyclable packing, uncoated paper, or even bamboo. Try Pure Planet Club's new organic lip balms. Bulk buy your food. When you buy smaller portions and small amounts, naturally there is more unnecessary plastic packaging. It's amazing how much you could help to save the planet by simple buying in mass amounts. Purchase your food products in bulk to not only reduce excessive plastic waste, but it's also just an easier and more enjoyable lifestyle with less regular shopping trips or orders! Choose biodegradable bags. Come on now, if you haven't already, it's time to put a full stop on plastic bags! Make sure whatever bags you use are compostable and will decompose, double check and then check again. Sadly, normal plastic bags can take over 1,000 years to break down in landfill. Say bye-bye to plastic straws. We all love a good straw to sip on our favourite cocktail or a dreamy milkshake but always remember to think about plastic pollution before you purchase or ask for a straw in a café. Many places have banned the plastic straw, which is great progress. Look for alternative options made from paper, bamboo or stainless steel, and you'll be sipping away guilt-free in no time! Get on a tree-free, plastic-free toilet paper subscription. Try a toilet paper made from 100% plant-based materials bamboo and sugarcane waste, like Pure Planet Club toilet tissue. It's also BPA-free, cruelty free, biodegradable and vegan-friendly. Pure Planet Club Toilet Tissue is available now for RRP \$48.00 per 36 pack carton or \$43.20 per carton on subscription. Pure Planet Club Organic Lip Balms are available now in four flavours including Natural, Vanilla, Raspberry and Mint, available in 3-packs for RRP \$30 delivered to your door. www.pureplanetclub.com.au

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