



TIP TUESDAY

A weekly guide to help you kick your plastic habits.



Microfiber as seen under a microscope

Did you know there is plastic in clothing?!

As stated in a previous "Tip Tuesday", there are several sources of microplastics, one of which is microfibers that are commonly found in clothing and released into the environment via washing machines.

Clean Ocean Action's [microplastic research](#) has shown microfibers in water samples (as seen in the photo). COA will release a report in summer 2016.

In an additional [study highlighting microfiber waste](#), ecologist Mark Browne noted, "By sampling waste-water from domestic washing machines, (I) estimated that around 1,900 individual fibers can be rinsed off a single synthetic garment - ending up in our oceans."

Dirty Laundry, Clean Ocean

Here are some great tips on how to reduce ocean pollution when you wash your laundry:

- Buy [eco-friendly detergents and softeners](#)
- When you use **soap flakes or powdered detergent**, add it to the washing machine *before the water and clothing have been added*
- Purchase **natural clothing**: 100 % organic cotton, linen, wool, hemp, silk
- **Hang-dry clothing**
- **Clean the lint trap** after every wash/dry cycle



Trashion Fashion



Join us this **Sunday, April 10 at The Taj, 48 West 21st Street in New York City at 6:30 pm**, AVEDA is hosting their annual Catwalk for Water, a green carpet event in which salons showcase their creativity and technical skills by using trash to create high fashion. All proceeds from this event benefit COA. For ticket information call 800.283.3244.

For **Earth Month, April 2016, Clean Ocean Action is partnering with [AVEDA](#)**, a global leader in sustainable and environmentally friendly beauty and hair-care products whose mission is to connect beauty, environment and well-being. AVEDA salons, spas, and retail stores throughout NY, NJ and PA are working with COA in order to raise funds for programs to improve water quality.

For a full listing of participating salons [click here](#).



Go Plastics-Free and end your plastic habits today!

- 1) [Click here to sign our pledge](#)
- 2) Tell us how you're doing and share your ideas
- 3) Encourage others to take the pledge
- 4) Spread the word via Social Media

Have comments about our new look? Contact Lauren: communications@cleanoceanaction.org

[Click here to donate](#)

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