



**DOG TOYS  
MADE WITH 100%  
RECYCLED PLASTIC  
BOTTLES**



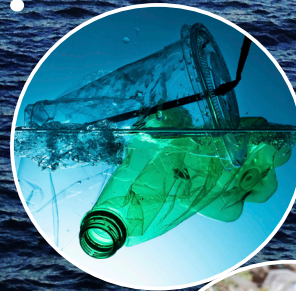
**CHOOSE TO HELP KEEP  
OUR EARTH AND OCEANS CLEAN!**



- The Earth's oceans are vast and beautiful
- About 97% of Earth's water is in the ocean
- The ocean covers more than 70% of the earth

## LET'S HELP CLEAN IT UP!

- **Over 5 trillion** pieces of plastic currently litter the ocean
- **Trash accumulates in 5 ocean garbage patches**, the largest one being the **Great Pacific Garbage Patch (GPGP)**, located between Hawaii and California
- **If no action is taken**, plastic will increasingly impact our ecosystems, health and economies



## RETHINKING THE USE OF 'PLASTIC WASTE'

At Ethical Products, we recognize the impact of plastic pollution and have taken our own steps in joining the global initiative to help clean up our environment. Our line of **Love the Earth™** toys supports the effort to rid our environment of plastic waste.

**The outer fabric and stuffing of every toy is made from 100% recycled plastic bottles.**

**Each toy made keeps about 4 to 10 plastic bottles out of the oceans and landfills.**



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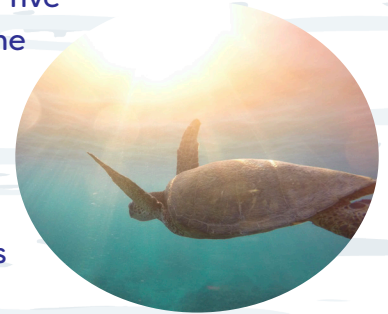
## Charitable giving with on-going donations to EVERY STEP COUNTS

# THE OCEAN CLEANUP

We proudly support and donate to **The Ocean Cleanup North Pacific Foundation**® - a non-profit organization whose mission is to remove 90% of floating ocean plastic. Founded in 2013 by Dutch inventor Boyan Slat at the age of 18, Boyan has done extensive research on the accumulation of plastic in five large areas of the ocean called gyres - the largest being the

**Great Pacific Garbage Patch (GPGP) located between Hawaii and California.**

His idea to rid the world's oceans of plastic by developing strategic and energy efficient technological solutions has gained momentum thanks to his videos and TedX talks on social media. Many years of research, development, testing, and iteration has progressed to systems that can effectively help clear our oceans of **floating plastics** caught in the **GPGP**.



SOLAR  
POWER



In 2011 our Bloomfield, NJ facility was equipped with 1,472 solar panels so we could operate on **100% solar power**. The investment has since helped our company contribute towards a cleaner environment and has drastically reduced our internal operating costs. We are proud to say that the solar panel system reduces CO2 emissions by 861,000 pounds per year : the equivalent of eliminating the CO2 emissions from driving 978,000 miles.



pet  
sustainability  
coalition

We are a supporting member of the **Pet Industry Sustainability Coalition**. Our company goals in sustainability extend to our Spot product line where we utilize recycled and/or natural materials whenever we can. Many of our cat and dog products feature recycled materials and our packaging is being printed on recycled paper with vegetable-based ink. We'll also offer master cartons made from recycled cardboard as well as recycled plastic inner bags. We will continue to develop new eco-friendly materials into our products in upcoming development cycles.

## STOP THE FLOW OF PLASTIC INTO THE OCEAN

Millions of tons of plastic enter the oceans every year. A portion of it travels to ocean garbage patches (gyres) in 5 areas of the ocean and are caught in the circulating currents. When trapped in the patches, they keep circulating until they break down into smaller and smaller pieces. If we do not clean up the large plastic debris that is already there, it can impact our ecosystems, health, and economies for decades to come.



Learn more about The Ocean Cleanup and their organization at [www.theoceancleanup.com](http://www.theoceancleanup.com)

Learn more about The Pet Industry Sustainability coalition at [www.petsustainability.org](http://www.petsustainability.org)

