



Thanks for choosing **Aware**, the first palm oil free laundry product available in major supermarkets. Find out how your purchase is helping to protect endangered orangutans and their habitat.


Clean Clothes, Clean Conscience

Every time you purchase an Aware product you are supporting Planet Arks' environmental campaigns. But for every Aware laundry product sold between 1st October 2010 and 31st March 2011, Aware will give Planet Ark a further 10c. This money will assist projects working to protect orangutans from the effects of deforestation due to palm oil production. So why would you use anything else? For clean clothes and a spotless conscience, be aware, buy **Aware** and help save the orangutans. To learn more about these projects go to **PalmOilFree.PlanetArk.org**



Why Say NO To Palm Oil?

Palm oil is used in a range of everyday products from food and cosmetics to soaps and detergents. Unfortunately the increasing demand for this versatile vegetable oil is causing the rapid clearing of tropical rainforest in Indonesia and Malaysia. These rainforest areas are also the natural habitat of the endangered Sumatran and Bornean orangutan. But loss of habitat is not the only problem. Orangutans are falling victim to the fires used to clear land and may be captured or killed as they are forced to find food outside of the disappearing forests. Human actions are threatening the existence of the orangutans but we can make choices to stop it.

Turn over to find out how you can help 



Proudly endorsed by



CHOOSE PALM OIL FREE



DID YOU KNOW
THE SUMATRAN
ORANGUTAN
IS CRITICALLY
ENDANGERED?

Fortunately there are alternatives to palm oil. Aware laundry products contain coconut oil, sourced from mature plantations established several decades ago. Using coconut oil removes the need to clear rainforests to grow palm oil crops – protecting the rainforests and their inhabitants.

When you buy this, or other palm oil free products, you are helping to secure a brighter future for the rainforests and orangutans of South-East Asia.

What Can I Do?

Here are a few simple ways to join other Australians helping to protect the orangutans.

TELL SOMEONE

1 Tell people about the effects of clearing rainforests to grow palm oil, pass this leaflet on, pin it on a notice board or go online to PalmOilFree.PlanetArk.org to send an email to your friends.

2 CHOOSE WISELY

Read product labels and support businesses that are palm oil free.

3 EXPRESS YOUR CONCERN

Call or email the manufacturers of the products you use and ask them to go palm oil free.

4 STAY INFORMED

Learn more about shopping for palm oil free products, find out about projects helping the orangutans and see how you can get involved.

Go to PalmOilFree.PlanetArk.org

To join the Aware loyalty program and keep updated with regular newsletters and any special offers, visit www.awareenvironmental.com.au



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PLANET ARK

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clean conscience.**