MICROFIBERS ARE BEING INGESTED BY & HARMING MARINE LIFE: HOW CHANGING OUR HABITS CAN HELP SLOW MICROFIBER POLLUTION

By the numbers...

- 2 million tons of microfibers are released into the ocean each year
- 700,000 microfibers are released for every piece of clothing
- 1,900 microfibers released every washing cycle

The greatest amount of microfibers from our clothing are released into the environment after the first washing and drying cycle. Companies that are producing mass amounts of clothing to fit fashion trends and that are cheap are most likely a fast fashion company. These fast fashion companies increase the demand for synthetic materials to keep producing clothing. Unfortunately, this ultimately leads to greater amounts of microfiber pollution into our oceans.

What can you do? Avoiding fast fashion companies and shopping for new cloths at sustainable clothing companies or thrift stores can decrease the amount of microfiber pollution you are putting into the environment. This decreases demand from fast fashion companies and is greatly beneficial to all marine life affected by microfibers entering their environment. By shopping at thrift stores, this decreases the surplus of new microfibers entering the environment and would be great for your wallet too! Next time when you are looking for that new outfit, check out sustainable companies or thrift stores and leave fast fashion companies behind!