



UPCYCLE THE GYRES SOCIETY | UPGYRES.ORG | Vancouver, Canada

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## **GREEN BEAVER – 100% GUARANTEED FREE OF MICRO PLASTICS INSIDE**

Upcycle the Gyres Society (UpGyres) is pleased to announce that GREEN BEAVER is the first brand of cosmetics manufactured in Canada confirmed to be free of microplastic ingredients in their products.

In January 2016, UpGyres invited manufacturers of personal care products across Canada to add their products to the ZERO database and to proudly display the ZERO logo on their packaging and promotional materials.

Beat the Microbead Campaign changed the burden of proof from consumers having to check the ingredients on cosmetics and toiletries for microplastics; to instead, manufacturers declaring their care products free of microplastics.

The brands that do not use microplastics can carry the 'Zero Plastic Inside' logo. This logo makes it clear for consumers that a product is guaranteed 100% free of microplastics. Plastic free products are included in the new ZERO category of the Beat the Microbead website and app.

In April 2016, the Beat the Microbead Campaign awarded the ZERO PLASTIC INSIDE logo through UpGyres to The GREEN BEAVER Company.

### **Alain Ménard, Green Beaver Co-founder, said:**

*“Plastic microbeads are accumulating at the bottom of some of our rivers and lakes posing a serious environmental threat to our aquatic wildlife. Locally, they were first discovered in the St Lawrence River in 2014 by researchers at McGill University. It is appalling that companies are still allowed to incorporate plastic microbeads in toothpastes and other personal care products. Knowing that they are harmful to our environment, these companies should do the responsible thing and stop using plastic microbeads immediately. We at The Green Beaver Company encourage other personal care companies to join UpGyres and commit not to use microplastics in their products.”*

### **Maria Westerbos, CEO of Plastic Soup Foundation and driving force of the Beat the Microbead Campaign, said:**

*“Canada was the first country to introduce a nationwide ban on microbeads in June 2015 and that’s something to be very proud of. But at the same time, we think a legal ban does not go far enough. Recent research (UNEP report 'Plastic in Cosmetics', 2015) shows that many more types of plastics are added to personal care products than previously thought. It also shows that some plastic microbeads are replaced by bio-based/bio-degradable microbeads which do not break down in water. On top of this, the use of nanoplastics in cosmetics is a worrying development. The complex situation makes it very difficult for consumers to choose 'plastic free' products. This is why we are changing the burden of proof. Instead of consumers having to check and choose, we are asking producers to declare their care products free of microplastics. Green Beaver is the first in Canada that earns our ZERO and I do congratulate them with this great achievement.”*



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**José Luis Gutiérrez-García, Project Director at UpGyres, said:**

*“We work to find and implement solutions to stop plastics from entering our waterways and oceans. We are very proud to award the first Canadian designation of ZERO PLASTIC INSIDE to The Green Beaver Company, manufacturer of cosmetic and beauty products that are GOOD FOR THE MARINE ENVIRONMENT.”*

**About Green Beaver:**

Green Beaver is a family company founded on the belief that the best ingredients come from Mother Nature. We rely on pure, natural ingredients to bring you safe alternatives to common household cleaning or personal care products. From our family to yours, we're proud to offer products that are good for you, good for the environment, and good for future generations.

**About Plastic Soup Foundation:**

The Plastic Soup Foundation (PSF) has been running the ‘Beat the Microbead’ campaign since 2012. The objective of the campaign is to prevent plastic microbeads in personal care products ending up in the sea. PSF wants to bring a halt to the increasing plastic pollution of marine environments.

**About UpGyres:**

UpGyres spurs behavioural change in industry and consumers through community engagement and participation.

**What we do:**

- INFORM that plastics are too valuable to waste and do not belong in the ocean.
- CREATE the technology, equipment and methodology necessary to:
  - Prevent plastic waste from reaching waterways
  - Salvage plastic resources
- IMPLEMENT solutions for transforming discarded plastics into resources.

For **Canadian** manufacturers who would like to add your products to the ZERO database, please contact UpGyres.

