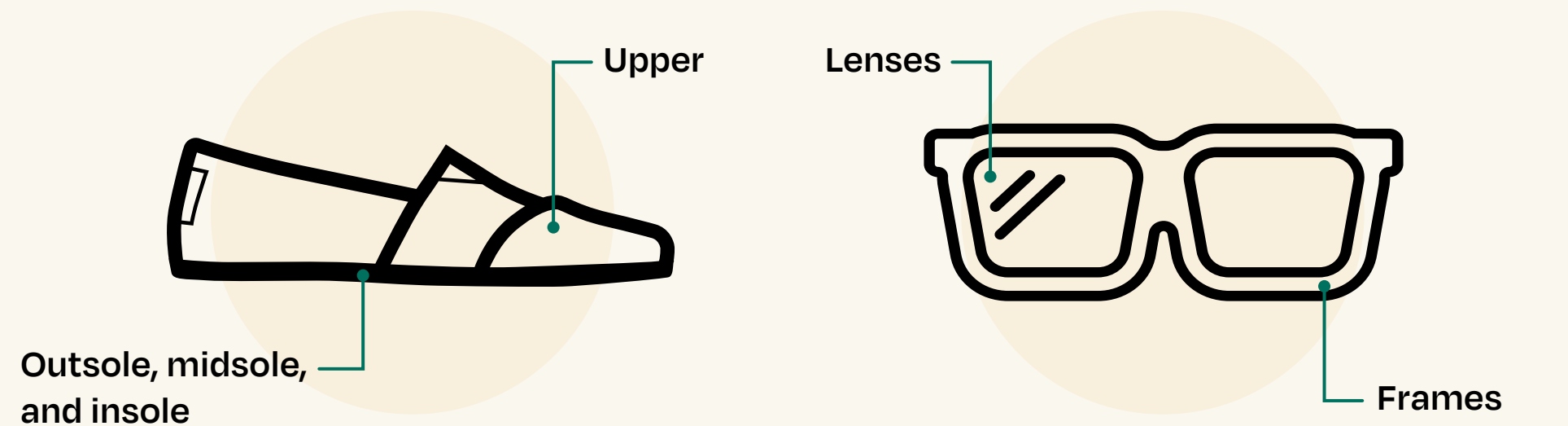


# earthwise™ framework



earthwise™ products are designed with the planet in mind. In order for a product to be considered earthwise™, at least one of its main components must contain more sustainable materials, and at a minimum percentage.

## Main Components



## Materials and Processes

Below are the current materials our designers choose from when designing with the planet in mind and the minimum percentages required to receive an earthwise™ label.

Attribute	Definition	Minimum Component
 <b>Recycled Cotton</b>	Helps keep waste out of landfills and requires less water and energy than conventional cotton.	50%
 <b>100% Organic Cotton</b>	Grown without the use of toxic chemicals or genetically modified seeds.	100%
 <b>REPREVE® Recycled Polyester</b>	Made with post-consumer plastic bottles via a process that's lighter on water usage and greenhouse gas emissions.	50%
 <b>TENCEL™ Lyocell Fiber</b>	A fiber made from wood pulp, which is harvested from sustainably managed forests.	50%
 <b>Eco-Fiber</b>	A term for more sustainable materials like jute, hemp, and linen—all of which require less water and fewer chemicals than traditional fibers.	50%
 <b>Custom TOMs Insole</b>	Custom insole with 50% more earth-friendly materials (25% recycled PU foam, 15% recycled rubber, 10% bio oil).	50%
 <b>OrthoLite® Insole</b>	Made with recycled materials, like rubber.	26% eco content
 <b>Eco EVA</b>	Derived from sugarcane, a renewable resource that removes carbon from the air.	50%
 <b>Recycled Strobel Board</b>	Made from 70–80% recycled polyester.	70%
 <b>Mineral Glass Lenses</b>	Made from natural silica and soda ash.	50%
 <b>Bioplastic Frames</b>	Biodegradable plant-based frames.	100%