

1. Cut along outer black line
2. Fold on grey lines



Post-consumer content is made from paper that would otherwise be thrown away. The Overall Recycled category includes any post-consumer content.

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BRAND	% POST-CONSUMER RECYCLED	% OVERALL RECYCLED	BLEACHING PROCESS	RATING
Green Forest	90	100	PCF	🌿
365	80	100	PCF	🌿
Natural Value	80	100	PCF	🌿
Seventh Generation	80	100	PCF	🌿
Marcal Small Steps	30	100	PCF	🌟
Trader Joe's	10	100	PCF	🌟
Earth First	0	100	PCF	🌟
Kleenex Naturals	20	20	ECF	🚫
CVS	0	0	ECF	🚫
Kirkland	0	0	ECF	🚫
Kleenex	0	0	ECF	🚫
Puffs	0	0	ECF	🚫
Rite Aid	0	0	ECF	🚫
Target and Target Ultra	0	0	ECF	🚫
Wal-Mart	0	0	ECF	🚫

🌿 = recommended
🌟 = could do better
🚫 = avoid

PAPER NAPKINS

BRAND	% POST-CONSUMER RECYCLED	% OVERALL BLEACHING	RATING	
365	80	100	PCF	🌿
Atlantic	80	100	PCF	🌿
Cascades	51	100	PCF	🌿
CVS Earth Essentials	60	100	PCF	🌿
Green Forest	90	100	PCF	🌿
Marcal Small Steps	70	100	PCF	🌿
Natural Value	80	100	PCF	🌿
Seventh Generation	80	100	PCF	🌿
Trader Joe's	80	100	PCF	🌿
CVS Earth Essentials	80	100	PCF	🌿
Earth Friendly	80	100	PCF	🌿
Fiesta and Fiesta Green	80	100	PCF	🌿
Natural Value	80	100	PCF	🌿
Seventh Generation	80	100	PCF	🌿
Trader Joe's	80	100	PCF	🌿
Marcal Small Steps	70	100	PCF	🌿
CVS Earth Essentials	60	100	PCF	🌿
Green Forest	90	100	PCF	🌿
Earth First	0	100	PCF	🌟
Seventh Generation	80	100	PCF	🌿
Natural Value	80	100	PCF	🌿
Marcal Small Steps	30	100	PCF	🌟
Earth First	0	100	PCF	🌟
Target	0	100	ECF	🚫
Velvet	0	100	ECF	🚫
Kleenex	0	0	ECF	🚫
Mardi Gras	0	0	ECF	🚫
Scott	0	0	ECF	🚫
Vanity Fair	0	0	ECF	🚫
Wal-Mart	0	0	ECF	🚫

PAPER TOWELS

BRAND	% POST-CONSUMER RECYCLED	% OVERALL BLEACHING	RATING	
Green Forest	90	100	PCF	🌿
365	80	100	PCF	🌿
Earth Friendly	80	100	PCF	🌿
Natural Value	80	100	PCF	🌿
Seventh Generation	80	100	PCF	🌿
Trader Joe's	80	100	PCF	🌿
Marcal Small Steps	70	100	PCF	🌿
CVS Earth Essentials	60	100	PCF	🌿
Earth First	0	100	PCF	🌟
Colortex	0	100	ECF	🚫
Scott Naturals	60	80	ECF	🚫
Bounty	0	0	ECF	🚫
Brawny	0	0	ECF	🚫
CVS	0	0	ECF	🚫
Scott	0	0	ECF	🚫
Target	0	0	ECF	🚫
Viva	0	0	ECF	🚫
Wal-Mart	0	0	ECF	🚫

TOILET PAPER

BRAND	% POST-CONSUMER RECYCLED	% OVERALL BLEACHING	RATING	
Green Forest	90	100	PCF	🌿
365	80	100	PCF	🌿
April Soft	80	100	PCF	🌿
Earth Friendly	80	100	PCF	🌿
Fiesta and Fiesta Green	80	100	PCF	🌿
Natural Value	80	100	PCF	🌿
Seventh Generation	80	100	PCF	🌿
Trader Joe's	80	100	PCF	🌿
Marcal Small Steps	30	100	PCF	🌟
Earth First	0	100	PCF	🌟
Wal-Mart	0	0	ECF	🚫
Target	0	0	ECF	🚫
Scott Naturals	40	40	ECF	🚫
Angel Soft	0	0	ECF	🚫
Charmin	0	0	ECF	🚫
Kleenex Cottonelle	0	0	ECF	🚫
Quilted Northern	0	0	ECF	🚫
Scott	0	0	ECF	🚫
Target	0	0	ECF	🚫
Wal-Mart	0	0	ECF	🚫

FACIAL TISSUES

BRAND	% POST-CONSUMER RECYCLED	% OVERALL RECYCLED	BLEACHING PROCESS	RATING
Green Forest	90	100	PCF	🌿
365	80	100	PCF	🌿
Natural Value	80	100	PCF	🌿
Seventh Generation	80	100	PCF	🌿
Marcal Small Steps	30	100	PCF	🌟
Trader Joe's	10	100	PCF	🌟
Earth First	0	100	PCF	🌟
Kleenex Naturals	20	20	ECF	🚫
CVS	0	0	ECF	🚫
Kirkland	0	0	ECF	🚫
Kleenex	0	0	ECF	🚫
Puffs	0	0	ECF	🚫
Rite Aid	0	0	ECF	🚫
Target and Target Ultra	0	0	ECF	🚫
Wal-Mart	0	0	ECF	🚫

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Did you know? Americans could save more than 400,000 trees if each family bought a roll of recycled toilet paper—just once.

Recycled tissue products help protect ancient forests, clean water, and wildlife habitat. It's easier on the Earth to make tissues from paper instead of trees.

RANKING
Products that meet 3 criteria are **recommended**, products that meet 2 criteria **can do better**, and products that meet only 1 or no criteria, are **to be avoided**.

CRITERIA
* 100% recycled content
* At least 50% post-consumer recycled content
* Bleached without toxic chlorine compounds

**DON'T FLUSH ANCIENT FORESTS!
BUY RECYCLED.**

For a comprehensive list of brands visit www.Greenpeace.org/tissueguide

ALL TISSUE IS NOT CREATED EQUAL

GREENPEACE
RECYCLED TISSUE AND TOILET PAPER GUIDE