

THE DETOX INTERNATIONAL CAMPAIGN PROMOTED BY GREENPEACE

Launched in 2011, the Detox campaign for a toxic-free fashion, in 2013 received the support of 18 major brands such as Nike, Adidas, Puma, H&M, M&S, C&A, Li-Ning, Zara, Mango, Esprit, Levi's, Uniqlo, Benetton, Victoria's Secret, G-Star Raw, Valentino, Coop y Canepa.

The international campaign Detox, promoted by Greenpeace, challenges the best brands of textile companies to make the necessary changes, together with its suppliers, to eliminate by 2020 all hazardous substances in the supply chain and in the entire life cycle of their products.

The Detox campaign asks fashion brands to commit to eliminate chemicals hazardous to the environment and asks providers to inform the communities surrounding the production plants about the substances discharged into rivers. In particular Greenpeace has asked China, Mexico and 15 other countries where production is concentrated, to provide data on the impact on health and environment of the current production processes.

This campaign opens important spaces of visibility and market opportunities in many countries for companies producing textiles, dyes, natural and organic colour fixatives. These products, which usually have a high-quality restricted market area, could achieve greater visibility by participating in this campaign, which is achieving significant international goals at the international level, thanks to the interest of consumers around the world.

To know more

[Materials of the Detox campaign](#)

[Article by ecogestos](#)

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