

COYUCHI.®

Comparative Life Cycle Impact Assessment of Organic Cotton vs. Conventional Cotton

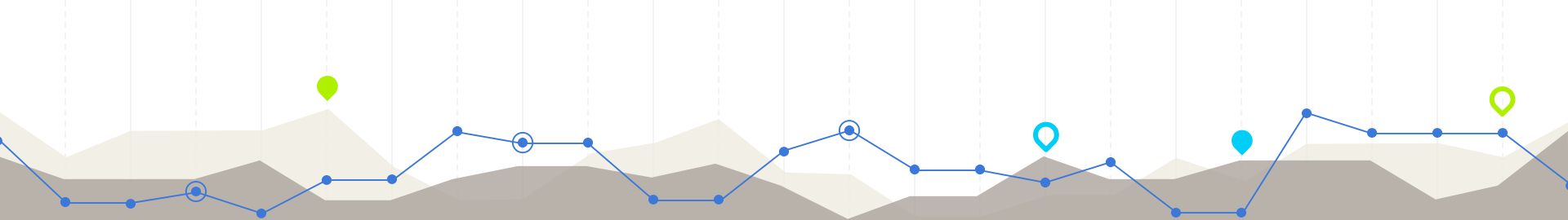
Impact Analysis

Green Story's mission is to help companies communicate environmental and social impact in a clear, credible and relatable manner - Coyuchi has partnered with Green Story in an effort to do just that. Through their impact assessment, Green Story compared Coyuchi's organic cotton production against conventional (non-organic) cotton.

In the analysis Green Story considered all processes of cotton manufacturing from farming, raw material acquisition, to fiber and fabric manufacturing. All the relevant life-stages of sustainable and conventional fabric were analyzed to estimate the net impact savings across four key metrics: GHG emissions, primary energy use, blue water consumption and pesticide reduction.

Visit any of our product pages to see how each individual item makes a global impact through these key metrics; or view our homepage to see Coyuchi's aggregated environmental impact to-date.

To learn more about Green Story's assessment, contact our Natural Home Advisors [here](#)



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