

# Eco-Ads Information Exchange - Student A

## w.greenfibres.com

Greenfibres makes and sells products that offer the best ecological alternatives to many everyday products.

- organic mattresses and organic cotton bedding
- organic clothes for adults, children and babies
- organic cotton towels and bathrobes
- organic skin care and eco cleaners

for a free catalogue call or write:

**GREENFIBRES**

99 High st (foe),  
Totnes, Devon TQ9 5PF  
tel 0845 330 3440





**Waste not, want not...**  
Introducing the UK's largest range of recycled office papers and green stationery supplies.  
The Green Stationery Company provides a national mail order service for both office and home users.


**You are not recycling unless you are buying recycled:**

*Get the point.* 

Call us for a copy of our latest catalogue or visit [www.greenstat.co.uk](http://www.greenstat.co.uk)  
**01225 480 556**

The Green Stationery Company  
Studio One, 114 Walcot Street, Bath, BA1 5BG Fax: 01225 481 211 Email: [jay@greenstat.co.uk](mailto:jay@greenstat.co.uk)

Looking for a sketchbook or journal that is great for art and for the environment?



Tree free and recycled paper


Saving Trees since 2002

**TREE HUGGER BOOKS**  
Brought to you by Turtle Press

Look no further! Our *Tree Hugger* line of 100% recycled sketchbooks and journals is what you need.

You can get them at:  
[www.turtlearts.com](http://www.turtlearts.com)

Made in Seattle WA. Yes, we wholesale.



For 35 years, Aubrey Organics® has been creating 100% natural hair, skin & body care products...

We use only natural herbal ingredients, certified organic wherever possible. No synthetic chemicals, no animal testing. See our catalog and web site for more than 200 handcrafted products to bring out your natural beauty.

Call 1-800-237-4270 to order our free catalog or visit us on the web at [www.aubrey-organics.com/emag](http://www.aubrey-organics.com/emag)

## Bio-Floor Natural Carpet

- non toxic
- all natural
- biodegradable
- sustainable

Are you worried about the quality of the air in your home? Are you concerned about using non-renewable fossil fuels and their impact on the earth? Eliminate your fears and breath easier with Bio-Floor. The only 100% natural, biodegradable carpeting manufactured in North America. Bio-Floor is made with durable, sustainable fibers of wool, hemp and jute. No dyes, chemicals or harmful pesticides (mothproofing) are applied. Find out why our floor coverings are used extensively by ecological architects concerned about our environment and people suffering from chemical sensitivities.



*The natural choice for fine quality carpets*

**Earth Weave Carpet Mills, Inc.**  
P.O. Box 6120  
Dalton, GA 30722  
706-278-8200 (v)  
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[www.earthweave.com](http://www.earthweave.com)



## ENDANGERED SPECIES

CHOCOLATE COMPANY



Our Organic Baby Bars weigh in at 1.4 ounces, consisting of the most luscious organic chocolate you will ever taste. For more information about our other gourmet and Fair Trade chocolate products, please visit our website at [www.chocolatebar.com](http://www.chocolatebar.com) or contact us at 1.800.293.0160.

## PREMIUM ORGANIC CHOCOLATE

We support a variety of organizations committed to the protection and preservation of endangered species and their habitats by donating 10% of our profits annually.

# Eco-Ads Information Exchange - Student B



## Paints for Healthy Living

Have you ever wondered what your health is worth? Create a healthy environment by reducing harmful chemicals. BioShield Paints pollute less, indoors as well as outdoors! Zero VOC on all waterbased paint products.

Wall Paints - Color Washes  
Clay Plaster - Pigments -  
Wood Stains - Floor Finishes,  
Healthy Cleaners & more...

made from Natural & Biodegradable materials.

FREE Catalog 1-800-621-2591

[www.bioshieldpaint.com](http://www.bioshieldpaint.com)

# BIOSHIELD

**Direct from the Factory**  
**Bags • Bags • Bags**  
We Manufacture Reusable Shopping Bags  
Made From: **100% Cotton**  
or **100% Post-Consumer Recycled Soda Bottles**

**THE CLOTH BAG COMPANY**

As low as \$1.95 (in quantities)  
No Minimum, 10 day turnaround  
Your Logo Printed Free!

**Free Info!**  
1249 Pitts Road, Atlanta, GA 30350  
770 / 393-0058  
or, [www.clothbag.com](http://www.clothbag.com)

**Environmentally Safer Lawn Care Products**

Safer for Children, Pets & the Environment!  
Better Results with Less Chemicals.  
Specially Formulated.  
**FREE DELIVERY!**

**Natural-Lawn of America**  
THE LEADER IN ORGANIC-BASED LAWN CARE  
**(800)989-5444**  
[www.nl-amer.com](http://www.nl-amer.com)

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**AVEDA**  
the art and science of pure flower and plant essences

change is in style.

Hair styling has long been dominated by petrochemical-based products—high performing, but harmful to the planet. At Aveda, we believe there is no profit at the expense of our future. Which is why we continue to introduce styling innovations for the sake of the Earth:

- breakthrough holding agents—created from pine, sugar and certified organic flax seed
- aromas derived from certified organic oils
- among the industry's lowest VOC\* levels for hair spray
- up to 100% post-consumer recycled content packaging throughout our product lines

It's a start—and an evolution, toward more responsible ways of doing business. Change your styling for the better—find Aveda toll-free at 866.824.1553 or [aveda.com](http://aveda.com).

\*Volatile organic compounds, which contribute to smog.



**GladRags**  
cotton pads for women

## Reusable Menstrual Pads!?

Sure. A reusable pad is a different idea - you might even think it's gross. We thought so too - at first. Then we tried them and we've never gone back.

Safe. Simple. Smart.

- Made to last for years - save up to \$300 within 5 years
- Protect your body naturally with breathable cotton
- Great for women with allergies or chemical sensitivities
- Doctor recommended
- No plastics - no over-packaging
- No animal testing

800.799.1523 [www.GladRags.com](http://www.GladRags.com)

We also sell  
**The Keeper™**  
Menstrual Cup!



GladRags has a new look! Same owner, same great company!

**EARTH TONES**  
The Environmental Internet & Phone Company

*We give 100% of our profits to environmental causes!*

LONG DISTANCE  
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Founded by non-profit groups. High quality service. Monthly Green Action Alerts.

Visit [www.earthtones.com](http://www.earthtones.com) or call (888) EARTH-TONES

## Eco-Ads Activity

### (Handout for Reading Activity)

Look at the advertisements below and complete the following outlines for each based on the information provided in the ads (The first one has been done for you):

Product: <i>Bedding, clothes, eco cleaners etc.,</i>
Company's name: <i>Greenfibres</i>
Environmental Benefits: <i>Organic ( so does no put chemicals into the earth or water)</i>
Eco-words/phrases: <i>green, ecological, organic, eco</i>
Contact information: <i>www.greenfibres.com, 99 High St. (foe) Totnes, Devon TQ9 5PF Tel: 0845 330 3440</i>
I would/would not be interested in buying this product because: <i>I would be interested in buying these products because organic products feel nice, look nice and are good for our environment.</i>

Product:
Company's name:
Environmental Benefits:
Eco-words/phrases:
Contact information:
I would/would not be interested in buying this product because:

Product:
Company's name:
Environmental Benefits:
Eco-words/phrases:
Contact information:
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Eco-words/phrases:
Contact information:
I would/would not be interested in buying this product because:

**Compare your outline and responses with your partner.**

**Discuss with your partner**

1. What is your opinion of these ads?

a) Very interesting      b) Interesting      c) Not interesting      **(Give reasons for your choice)**

**2.** What kind of environmentally friendly products have you seen advertised in Japan?

**3.** What kind of environmentally friendly products do you buy? (e.g., recycled paper).

**4.** If you saw an ad for an environmentally friendly product would you:

a) be more likely to buy the product      b) be less likely to buy the product      c) It would not affect my choice      d) I am more concerned about . . . (e.g. the brand).

**(Give reasons for your choice)**

**5. (Homework)** Look at the advertisements in magazines, newspapers, on the train and bus, on billboards and on TV. Cut out or note down any eco-ads you see and provide information about them following the same format as in today's activity.

**Be prepared to tell your partner about the ads you saw using the following model:**

*I saw an ad for . . . made by . . . Its environmental benefits are . . . and in the ad there the words . .*

**(Handouts for Speaking Activity)**

**STUDENT A**

**1. Look at the advertisements below and complete the following outlines for each based on the information provided in the ads (The first one has been done for you):**

Product: <i>Bedding, clothes, eco cleaners etc.,</i>
Company's name: <i>Greenfibres</i>
Environmental Benefits: <i>Organic ( so does no put chemicals into the earth or water)</i>
Eco-words/phrases: <i>green, ecological, organic, eco</i>
Contact information: <i>w.greenfibres.com, 99 High St. (foe) Totnes, Devon TQ9 5PF Tel: 0845 330 3440</i>
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Company's name:
Environmental Benefits:
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I would/would not be interested in buying this product because:

Product:
Company's name:
Environmental Benefits:
Eco-words/phrases:
Contact information:
I would/would not be interested in buying this product because:

**2. Look at your partner's advertisements and ask him/her questions to find out about them.**

**Ask questions like this:**

<i>What's this advertisement for?</i>
<i>Which company is selling . . . ?</i>
<i>What are the environmental benefits of . . . ?</i>
<i>What eco-words or phrases are used in the ad?</i>
<i>What kind of contact information is there?</i>

**3. a) Discuss which products you would both be interested in buying and why.**

**b) Discuss which products you would not be interested in buying and why not.**

**Discuss with your partner**

1. What is your opinion of these ads?

a) Very interesting      b) Interesting      c) Not interesting      **(Give reasons for your choice)**

2. What kind of environmentally friendly products have you seen advertised in Japan?

3. What kind of environmentally friendly products do you buy? (e.g., recycled paper)

4. If you saw an ad for an environmentally friendly product would you:

a) be more likely to buy the product      b) be less likely to buy the product      c) It would not affect my choice      d) I am more concerned about . . . (e.g. the brand).

**(Give reasons for your choice)**

**5. (Homework)** Look at the advertisements in magazines, newspapers, on the train and bus, on billboards and on TV. Cut out or note down five eco-ads you see and provide information about them following the same format as in today's activity.

1. In class, you and your partner will ask each other about the ads you found by pointing at each ad and asking the relative questions as you did in the previous class's activity. E.g., What is this ad for? Which company makes . . . ?

**2. Choose the product that you think would be most interesting for your classmates to know about and prepare a short talk about it using the following model:**

*I saw an ad for . . . made by . . . Its environmental benefits are . . . and in the ad there the eco- words . . . We can contact the company by . . . at . . . I would be interested in buying this product because . . .*



## STUDENT B

1. Look at the advertisements below and complete the following outlines for each based on the information provided in the ads (The first one has been done for you):

Product: <i>Paint, Wood stains, Cleaners etc.,</i>
Company's name: <i>Bioshield</i>
Environmental Benefits: <i>Pollute less, Zero VOC, Better for health</i>
Eco-words/phrases: <i>healthy environment, reducing harmful chemicals, pollute less, natural, biodegradable</i>
Contact information: <i>1-800-621-2591, www.bioshieldpaint.com</i>
I would/would not be interested in buying this product because: <i>I would like to use products that are healthy for me and the environment.</i>

Product:
Company's name:
Environmental Benefits:
Eco-words/phrases:
Contact information:
I would/would not be interested in buying this product because:

Product:
Company's name:
Environmental Benefits:
Eco-words/phrases:
Contact information:
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Product:
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Product:
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Eco-words/phrases:
Contact information:
I would/would not be interested in buying this product because:

**2. Look at your partner's advertisements and ask him/her questions to find out about them.**

**Ask questions like this:**

<i>What's this advertisement for?</i>
<i>Which company is selling . . . ?</i>
<i>What are the environmental benefits of . . . ?</i>
<i>What eco-words or phrases are used in the ad?</i>
<i>What kind of contact information is there?</i>

- 3. a) Discuss which products you would both be interested in buying and why.  
b) Discuss which products you would not be interested in buying and why not.**

**Discuss with your partner**

1. What is your opinion of these ads?

- a) Very interesting      b) Interesting      c) Not interesting      **(Give reasons for your choice)**

2. What kind of environmentally friendly products have you seen advertised in Japan?

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**(Give reasons for your choice)**

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*I saw an ad for . . . made by . . . Its environmental benefits are . . . and in the ad there the eco- words . . . . We can contact the company by . . . at . . . . I would be interested in buying this product because . . . .*

