

VICTORIA'S DIRTY SECRET

Victoria's Secret mails out more than a million catalogs a day, and the cost of these catalogs isn't sexy—they're printed on paper made from some of the world's last remaining Endangered Forests.



Victoria's Secret isn't so interested in full exposure when it comes to revealing where its catalogs come from. They are printed on paper from the Canadian Boreal, a forest wilderness larger than the Brazilian Amazon. And most of the paper that Victoria's Secret uses comes directly from forests. Since ForestEthics launched its campaign, Victoria's Secret has started printing 10% of its catalogs on a paper with high recycled content. This is exciting, and the company can do so much more.

The Canadian Boreal is a key buffer protecting us from global warming and is home to more than a million indigenous people, billions of North America's migrating birds, as well as grizzly bears and threatened mountain caribou. It's being cut down at a rate of two acres a minute, 24 hours a day, mainly for paper. Victoria's Secret is not satisfied with just stripping the Boreal—it is also destroying forests in the Southern U.S., one of the most biologically diverse regions of our country and the unfortunate source for 15% of the world's paper.

If Victoria's Secret were as dedicated to demanding environmentally-responsible paper from its suppliers like International Paper as it is to décolletage, it could make a significant contribution to turning around the environmentally-devastating paper industry.

Tell Leslie H. Wexner, the CEO of Victoria's Secret's parent company, Limited Brands, that when it comes to our last remaining forests, less is not more! Insist that the company stop buying paper that comes from endangered forests, that it increase its use of recycled paper to 50%, and that it stop sending so many darn catalogs!

Get involved in ForestEthics' campaign to revolutionize the catalog industry. Visit www.ForestEthics.org

FORESTETHICS

Because protecting forests is everyone's business

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