

▶ **WHAT**

A plastic-free packaging movement to reshape the future of our industry and our planet.

This **Kickstarter campaign** will show us how powerful we can be when we support the things we believe in. We don't have to wait around to see if we've made an impact — it happens in real time.

The biggest threat our planet faces is the idea is that somebody else will fix it, or that the problem is so big that no matter what I do, it won't make any difference.

That's what this is all about: creating a groundswell and building the momentum that will get the public's attention, inspiring innovators, manufacturers and industry stakeholders to unite in a new packaging paradigm.

▶ **WHY**

Plastic packaging has created a colossal problem.

Only 7% of all plastic is ever recycled, and it can only be recycled 2-3 times. But Aluminum is the most recycled material on earth because it can be recycled an infinite amount of times. In fact, **84% all aluminum ever made is still in use today.** And with 5 trees planted for every single tree harvested, paper is truly sustainable.

Although massive, ambitious efforts are underway to clean up and restore our oceans, we need to stop filling them with plastic in the first place.

▶ **WHO**

Alpine Provisions: A young Boulder, CO organic plant-based bodycare company, committed to becoming plastic-free by June 1st, 2020.

The plastic-free movement is truly taking root and we are honored to be one of the first brands to deliver plastic-free packaging across the breadth of our product range. We want to issue a call to action, empowering all those passionate about the health of the planet — and all those in the wellness/beauty/bodycare industries — to facilitate this important paradigm shift.

We are grateful by the overwhelming early response to our plastic-free mission to repackage the future. So far, some of our favorite retailers— REI, Natural Grocers, Lazy Acres, Thrive Market, Grove, and Erewhon —have already placed orders to carry our plastic-free line as soon as items are available in June. We hope you join us in creating a **#LifeAfterPlastic**.

A thought from founder Joshua Scott Onysko:

My grandfather used to say, "There are two good times to plant a tree — 20 years ago and right now."

Now I'm inspired to say, "There are two good times to stop the plastic problem — 100 years ago, and right now."

How bad is it?

So far, we've dumped over 150 million metric tons of plastic in the ocean — that's equivalent to TWO MOONS.

And at our current rate, we are adding 8 million metric tons (equivalent to 32,000 jumbo jet planes) each year — a rate that continues to accelerate.

