



# THE ISSUE WITH TISSUE 4.0 SCORECARD

## A BUYER'S GUIDE TO THE SUSTAINABILITY OF AT-HOME TISSUE PRODUCTS

### TOILET PAPER

Brand	Grade
Green Forest	A+
Natural Value	A+
Trader Joe's	A+
365 Everyday Value, 100% Recycled	A+
Field & Future by H-E-B	A
Marcal 100% Recycled	A
Simple Truth	A
Who Gives A Crap, 100% Recycled	A
Everspring	A
GreenWise	A
Nature's Promise	A
Seventh Generation Extra Soft & Strong	A
Pacific Blue Basic	B+
Scott Essential Standard Roll	B+
Cloud Paper	B+
Amazon Aware	B
Bamboolo	B
Betterway	B
Bim Bam Boo	B
Caboo	B
Cheeky Panda	B
NatureZway	B
NooTrees	B
Reel Paper	B
Seedling	B
Silk'n Soft, Oh' Natural Unbleached	B
Who Gives A Crap, Premium 100% Bamboo	B
Thrive Market	C+
Silk'n Soft, White	C
TUSHY	C

### TOILET PAPER

Brand	Grade
Cottonelle Professional	C
No.2	D
Scott 1000	F
Charmin	F
Cottonelle Ultra	F
Great Value 1000	F
HDX	F
Kirkland	F
Kroger Soft & Strong	F
Scott ComfortPlus	F
Trader Joe's Super Soft	F
Quilted Northern Ultra Soft & Strong	F
365 Everyday Value, Sustainably Soft	F
Amazon Basics	F
Angel Soft	F
Aria	F
Fiora	F
Great Value Ultra	F
H-E-B Our Finest	F
Moxie	F
Paperbird Soft & Strong	F
Presto!	F
Publix Super Soft	F
Publix Ultra Strong	F
Quilted Northern Ultra Plush	F
Softly	F
Stop & Shop / Giant Food	F
Up & Up	F
Wegmans	F
Willow Thick & Soft	F

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# A BUYER'S GUIDE TO THE SUSTAINABILITY OF AT-HOME TISSUE PRODUCTS



## PAPER TOWELS

Brand	Grade
Everspring	A+
Seventh Generation, White	A+
Green Forest	A+
Natural Value	A+
Natural Value, Naturally Unbleached	A+
Reel Paper, Premium Recycled	A+
Seventh Generation, Unbleached	A+
Trader Joe's	A+
365 Everyday Value	A+
Field & Future by H-E-B	A
Marcal	A
Marcal Small Steps	A
Simple Truth	A
GreenWise	A
Nature's Promise	A
Cloud Paper	B+
Thrive Market	B+
Amazon Aware	B
Bambooloo	B
Bim Bam Boo	B
Caboo	B
Cheeky Panda	B
NatureZway	B
Seedling	B



## PAPER TOWELS

Brand	Grade
Great Value Everyday Strong	D
Bounty Advanced	F
Amazon Basics	F
HDX	F
Kroger	F
Paperbird Ultra Strong	F
Viva	F
Bounty	F
Aria	F
Boulder	F
Brawny	F
Brightly	F
Fiora	F
Great Value Ultra Strong	F
H-E-B Our Finest	F
Kirkland	F
Moxie	F
Presto!	F
Publix	F
Sparkle	F
Stop & Shop / Giant Food	F
Up & Up	F
Wegmans	F

# A BUYER'S GUIDE TO THE SUSTAINABILITY OF AT-HOME TISSUE PRODUCTS



## FACIAL TISSUE

Brand	Grade
Green Forest	A+
Natural Value	A+
Trader Joe's	A+
365 Everyday Value, 100% Recycled	A+
Fluff Out	A
Simple Truth	A
Seventh Generation	A
Scott Surpass	B+
Cloud Paper	B+
Amazon Aware	B
Bamboooloo	B
Bim Bam Boo	B
Caboo	B
Cheeky Panda	B
NatureZway	B
Seedling	B
Who Gives A Crap, Forest Friendly Tissues	B
Thrive Market	C+



## FACIAL TISSUE

Brand	Grade
Puffs	F
Great Value Everyday Soft	F
Kirkland	F
Kleenex Everyday	F
Kroger	F
Paperbird Soft & Strong	F
Up & Up Soft	F
365 Everyday Value, Sustainably Soft	F
Amazon Basics	F
Fiora	F
Presto!	F
Publix	F
Quilted Northern Ultra	F
Softly	F
Stop & Shop / Giant Food	F
Wegmans	F
Willow	F

# THE ISSUE WITH TISSUE

## 4.0 SCORECARD METHODOLOGY

The following is the methodology used in this scorecard for grading U.S. toilet paper, paper towel, and facial tissue brands. This year's scorecard includes brands on the market in July 2022 and is based on data from product websites, product packaging, and company communications.

The scorecard includes the flagship brands from the three tissue companies with the largest market shares in the United States: Procter & Gamble, Kimberly-Clark, and Georgia-Pacific. Given that private-label products (store brands) cumulatively constitute another substantial portion of the marketplace, the 2022 scorecard includes a wide selection of these products as well.<sup>1</sup> To provide a representative cross section of the range of recycled and alternative fiber tissue products available to U.S. consumers, we added additional tissue brands made primarily from recycled material and from bamboo.

### Scoring Considerations

The impacts of making tissue products from 100 percent virgin forest fiber are severe, placing unnecessary and growing pressure on forests, particularly the world's remaining primary and older forests. As a result, these products drive harms to communities, the climate, threatened species, and biodiversity.<sup>2</sup> The 2021 scorecard methodology introduced a criterion for avoiding sourcing from primary forests, which are areas that have never before been industrially logged.<sup>3</sup> Since the publication of the 2021 scorecard, the scientific necessity of protecting primary forests has become even clearer. As the Intergovernmental Panel on Climate Change (IPCC) warned, preserving these forests is essential to avoiding catastrophic climate change and to helping maintain ecological resilience in an altered world.<sup>4</sup> In a March 2022 letter to Prime Minister Justin Trudeau, nearly 100 leading scientists from around the world urged the Government of Canada to protect its remaining primary forests, writing that these have irreplaceable climate value and provide critical habitat for species found nowhere else.<sup>5</sup> Addressing the degradation of primary forests, particularly in the Global North, is also critical to achieving unified, robust global forest protection. These measures are particularly urgent in the wake of the 2021 Glasgow Leaders' Declaration on Forests and Land Use, which committed its 145 signatory countries to halting and reversing forest loss and land degradation by 2030.<sup>6</sup> The Declaration's success will rest on global accountability, including among countries in the Global North driving forest degradation domestically through the industrial clearcutting of primary forests. For these reasons, the 2022 scorecard methodology increases the point value of the criterion for avoiding sourcing from primary forests.

As in previous years, the 2022 scorecard methodology gives the highest overall point value to brands made from recycled content. Using recycled content instead of virgin forest fiber has enormous benefits for forests and the global climate. Recycled content has one-third the carbon emissions of tissue fiber made from virgin wood, according to the Environmental Paper Network's Paper Calculator 4.0.<sup>7</sup> However, not all recycled content is created equal. Postconsumer recycled content comes from the paper and fibers people throw into the recycling bin—materials that have been used and would otherwise end up in a landfill.<sup>8</sup> Pre-consumer content, often otherwise known as manufacturing waste, is made up of recovered trimming scraps from in-house manufacturing operations and from previously manufactured but unsold paper products, such as printers' overruns or obsolete stocks.<sup>9</sup> While both types of recycled material are far more sustainable than virgin forest fiber, consumers should look for products that use a high percentage of postconsumer recycled content because these fibers help to create a market for the recycling industry—fostering a circular economy that generates jobs and provides a sustainable alternative to sending waste to landfills.<sup>10</sup>

As tissue companies work to transition to postconsumer recycled content, they must also ensure that the virgin wood they still obtain is sustainably sourced. At a minimum, they should purchase pulp sourced only from forests that meet or exceed the standards for Forest Stewardship Council (FSC) certification.<sup>11</sup> The 2022 scorecard methodology, as in previous years, awards some credit to virgin forest fiber brands that receive FSC certification, with higher points awarded for full FSC certification than for FSC Mix. It remains that FSC, while imperfect, is the only forest certification system that is widely supported by environmental experts for helping to minimize logging's impacts on species and the climate; FSC also has essential safeguards for protecting Indigenous Peoples' rights.<sup>12</sup> In contrast, certification by the Sustainable Forestry Initiative (SFI) is widely criticized by environmental experts for failing to prohibit destructive logging practices. In fact, environmental watchdogs have stressed that SFI does little more than require companies to follow legal requirements of the regions where they operate.<sup>13</sup> For these reasons, virgin forest fiber brands with SFI or other, similarly weak certifications do not receive any additional points within this scorecard methodology.

Given the growing number of tissue products made with bamboo fiber, the 2022 scorecard adds a few additional bamboo fiber brands. According to peer-reviewed life cycle analyses commissioned by Stella McCartney and Kimberly-Clark, bamboo has a smaller environmental footprint than virgin forest fiber but a larger footprint than recycled fiber and some agricultural

residues like wheat straw, another alternative tissue material.<sup>14</sup> However, bamboo's sustainability varies, with one of the most significant factors being whether it was sourced from a bamboo plantation that was established through the clearing and conversion of a natural forest.<sup>15</sup>

FSC certification for bamboo has requirements that seek to ensure this fiber is sourced in a way that respects human rights and limits negative forest impacts.<sup>16</sup> Like the methodology for scoring virgin forest fiber tissue products, the methodology for bamboo products awards more points to those with full FSC certification than to those without this certification. For non-FSC-certified bamboo products specifically, a brand can earn additional points for avoiding forest conversion by showing that its fiber comes from FSC-certified suppliers. For a brand to receive full credit for this criterion, its supplier's FSC certificate must note that all its fiber is 100% FSC. If the certificate notes only FSC Mix or a combination of FSC Mix and 100% FSC, the brand receives half credit.

This year, our tissue scorecard grades 49 more products than it did in 2021, adding 18 toilet paper brands, 18 paper towel brands, and 13 facial tissue brands. This brings the total number of products scored to 142. Last year, 24 products received A grades, and 6 received an A-plus. This year, 17 products received A grades, and 17 received A-pluses because their products are manufactured using at least 80 percent postconsumer recycled content. In addition, 34 products received B or B-plus grades.

There are many brands not included in the scorecard. In particular, this scorecard is not intended to capture the full range of brands made from bamboo fiber nor the full extent of private label brands available to U.S. consumers. It also does not score brands made from other alternative fibers such as sugar cane bagasse or wheat straw. We urge consumers to evaluate recycled content, bamboo, and virgin forest fiber products not included here according to the same criteria used in this scorecard.

### **The Issue With Tissue 4.0 Grading System**

The grading system for virgin forest fiber products evaluates brands on the basis of whether they are fully FSC certified or FSC Mix certified, whether the company avoids sourcing from primary forests, and the type of bleach used in the manufacturing process. Elemental chlorine free (ECF) bleach, despite its name, emits elemental chlorine gas into the air and water of communities near tissue manufacturing plants and is commonly used in virgin forest fiber products, as well as some bamboo products.<sup>17</sup> This gas is harmful because it releases dioxins, which are toxic chemicals linked to cancer and other health risks.<sup>18</sup>

Recycled paper products primarily use far less toxic bleaching methods, such as processed chlorine free (PCF). This bleaching process totally avoids chlorine, instead using oxygen, ozone, and hydrogen peroxide.<sup>19</sup> Where virgin products have been bleached without the use of any type of chlorine, they are labeled totally chlorine free (TCF).<sup>20</sup> Both TCF and PCF bleaching processes, as well as unbleached products, earn brands additional points.

The grading system for recycled content products evaluates the brands on the basis of their pre-consumer and postconsumer recycled content and the type of bleach used. For bamboo products, the system evaluates whether the product has FSC certification, the type of bleach used, and, if not FSC certified, whether the company can demonstrate that it avoids sourcing fiber from bamboo plantations that were converted from natural forests after 1994.<sup>21</sup>

Baseline quantitative measures were created for each brand according to the percentage of each fiber type used. For example, if a brand were composed of 60 percent virgin forest fiber and 40 percent postconsumer recycled fiber, it would have a baseline quantitative measure of 60 for virgin fiber and 40 for postconsumer fiber. If a brand were 100 percent bamboo fiber, that brand would have a baseline quantitative measure of 100.

Each criterion was assigned a weighting factor, depending on its estimated relative sustainability value. The weighting factors were as follows:

- Postconsumer recycled content: 5 x baseline quantitative measure
- Pre-consumer recycled content: 4 x baseline quantitative measure
- Bamboo fiber with full FSC certification: 4 x baseline quantitative measure
- Bamboo fiber without FSC certification: 2 x baseline quantitative measure
- Virgin forest fiber with full FSC certification: 2 x baseline quantitative measure
- Virgin forest fiber with FSC Mix certification: 1 x baseline quantitative measure
- Virgin forest fiber (regardless of certification) or non-FSC-certified bamboo fiber product that the manufacturer can demonstrate, using best available data and mapping, is not sourced from primary forests or plantations on land converted from natural forests after 1994: 2 x baseline quantitative measure
- Unbleached fiber or fiber processed with non-chlorine bleaching methods (i.e., PCF or TCF): 1 x baseline quantitative measure

Each brand's baseline quantitative measures for each type of fiber were multiplied by the corresponding weighting factors and added together along with any additional points to produce a raw score. For example, if the baseline quantitative measure of postconsumer recycled content were 40, this number would be multiplied by 5, the weighting factor for postconsumer recycled content.

The formula is as follows:

Raw score = 5 x [% of postconsumer recycled content] + 4 x [% of pre-consumer recycled content] + 4 x [% of bamboo fiber with full FSC certification] + 2 x [% of bamboo fiber without FSC certification] + 2 x [% of virgin fiber that has full FSC certification] + 1 x [% of virgin forest fiber that has FSC Mix certification] + 2 x [% of virgin forest fiber or non-FSC-certified bamboo not sourced from primary forests or plantations on land converted from forests after 1994] + 1 x [% of fiber that uses non-chlorine bleaching processes]

### Example 1

In this example, a brand has 20 percent postconsumer recycled content, 40 percent pre-consumer recycled content, and 40 percent virgin forest fiber content with full FSC certification. Also in this example, the manufacturer uses an ECF bleaching process for its virgin forest fiber but can verify that it does not source from primary forests. In this case, the score would be calculated as follows:

$[5 \times 20] + [4 \times 40] + [2 \times 40] + [2 \times 40] + [1 \times 60] = 480$  out of 600 possible points.

### Example 2

In this example, a brand uses 100 percent bamboo fiber with full FSC certification and employs ECF bleaching. The score would be calculated as follows:

$[4 \times 100] = 400$  out of 600 possible points.

### The grading scale is as follows:

580–600 points: A+

550–579 points: A

500–549 points: B+

400–499 points: B

350–399 points: C+

250–349 points: C

150–249 points: D

0–149 points: F

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## TOILET PAPER

Brand	Company	Total % Recycled	% Post-Consumer	% Virgin Fiber	FSC	Virgin/Non-FSC Bamboo Fiber Avoids Primary Forests?	Bleaching Process	Score	Grade
Green Forest	Green Forest	100	80	0	N/A	N/A	PCF	580	A+
Natural Value	Natural Value	100	80	0	N/A	N/A	PCF	580	A+
Trader Joe's	Trader Joe's	100	80	0	N/A	N/A	PCF	580	A+
365 Everyday Value, 100% Recycled	Whole Foods Market	100	80	0	N/A	N/A	PCF	580	A+
Field & Future by H-E-B	H-E-B	100	60	0	N/A	N/A	PCF	560	A
Marcal 100% Recycled	Marcal	100	60	0	N/A	N/A	PCF	560	A
Simple Truth	Kroger	100	60	0	N/A	N/A	PCF	560	A
Who Gives A Crap, 100% Recycled	Who Gives A Crap	100	51	0	N/A	N/A	PCF	551	A
Everspring	Target	100	50	0	N/A	N/A	PCF	550	A
GreenWise	Publix	100	50	0	N/A	N/A	PCF	550	A
Nature's Promise	Ahold Delhaize	100	50	0	N/A	N/A	PCF	550	A
Seventh Generation Extra Soft & Strong	Seventh Generation	100	50	0	N/A	N/A	PCF	550	A
Pacific Blue Basic	Georgia-Pacific	100	25	0	N/A	N/A	PCF	525	B+
Scott Essential Standard Roll	Kimberly-Clark	100	20	0	N/A	N/A	PCF	520	B+
Cloud Paper	Cloud Paper	0	0	100% bamboo	Yes	N/A	TCF	500	B+
Amazon Aware	Amazon	100	65	0	N/A	N/A	ECF	465	B
Bamboooloo	The Nuturing Co	0	0	100% bamboo	Yes	N/A	ECF	400	B
Betterway	Betterway	0	0	100% bamboo	Yes	N/A	ECF	400	B
Bim Bam Boo	Bim Bam Boo	0	0	100% bamboo	Yes	N/A	ECF	400	B
Caboo	Caboo	0	0	100% bamboo	Yes	N/A	ECF	400	B
Cheeky Panda	Cheeky Panda	0	0	100% bamboo	Yes	N/A	ECF	400	B
NatureZway	NatureZway	0	0	100% bamboo	Yes	N/A	ECF	400	B
NooTrees	Bum Boosa Bamboo Products	0	0	100% bamboo	Yes	N/A	ECF	400	B
Reel Paper	Reel Paper	0	0	100% bamboo	Yes	N/A	ECF	400	B
Seedling	Grove Collaborative	0	0	100% bamboo	Yes	N/A	ECF	400	B

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Brand	Company	Total % Recycled	% Post-Consumer	% Virgin Fiber	FSC	Virgin/Non-FSC Bamboo Fiber Avoids Primary Forests?	Bleaching Process	Score	Grade
Silk'n Soft, Oh' Natural Unbleached	True Earth Paper Corp	0	0	100% bamboo	No	Half credit	None	400	B
Who Gives A Crap, Premium 100% Bamboo	Who Gives A Crap	0	0	100% bamboo	Yes	N/A	ECF	400	B
Thrive Market	Thrive Market	50	50	50% bamboo	No	No	ECF	350	C+
Silk'n Soft, White	True Earth Paper Corp	0	0	100% bamboo	No	Half credit	ECF	300	C
TUSHY	TUSHY	0	0	100% bamboo	No	Half credit	ECF	300	C
Cottonelle Professional	Kimberly-Clark	35	20	65	Mix	No	ECF/PFC	260	C
No.2	No.2	0	0	100% bamboo	No	No	ECF	200	D
Scott 1000	Kimberly-Clark	6.5	5.2	93.5	Mix	No	ECF/PFC	131.20	F
Charmin	Procter & Gamble	5	0	95	Mix	No	ECF	115	F
Cottonelle Ultra	Kimberly-Clark	0	0	100	Mix	No	ECF	100	F
Great Value 1000	Walmart	0	0	100	Mix	No	ECF	100	F
HDX	The Home Depot	0	0	100	Mix	No	ECF	100	F
Kirkland	Costco	0	0	100	Mix	No	ECF	100	F
Kroger Soft & Strong	Kroger	0	0	100	Mix	No	ECF	100	F
Scott ComfortPlus	Kimberly-Clark	0	0	100	Mix	No	ECF	100	F
Trader Joe's Super Soft	Trader Joe's	0	0	100	Mix	No	ECF	100	F
Quilted Northern Ultra Soft & Strong	Georgia-Pacific	0	0	100	Mix	No	ECF	100	F
365 Everyday Value, Sustainably Soft	Whole Foods Market	0	0	100	Mix	No	ECF	100	F
Amazon Basics	Amazon	0	0	100	No	No	ECF	0	F
Angel Soft	Georgia-Pacific	0	0	100	No	No	ECF	0	F
Aria	Georgia-Pacific	0	0	100	No	No	ECF	0	F
Fiora	Solaris Paper <sup>a</sup>	0	0	100	No	No	ECF	0	F
Great Value Ultra	Walmart	0	0	100	No	No	ECF	0	F
H-E-B Our Finest	H-E-B	0	0	100	No	No	ECF	0	F
Moxie	Lowe's	0	0	100	No	No	ECF	0	F
Paperbird Soft & Strong	ShopRite	0	0	100	No	No	ECF	0	F

a Solaris Paper is an Asia Pulp and Paper (APP)-affiliated company. Given APP's ties to damaging practices for the climate and local communities in Indonesia, companies including Office Depot and Ahold Delhaize have taken steps to remove these products from their shelves and online stores. Joshua Martin, "Flushing the Climate: Which U.S. Stores are Still Selling the World's Most Destructive Toilet Paper?," Environmental Paper Network, August 3, 2022, <https://environmentalpaper.org/2022/08/flushing-the-climate-which-u-s-stores-are-still-selling-the-worlds-most-destructive-toilet-paper/>.



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Brand	Company	Total % Recycled	% Post-Consumer	% Virgin Fiber	FSC	Virgin/Non-FSC Bamboo Fiber Avoids Primary Forests?	Bleaching Process	Score	Grade
Presto!	Amazon	0	0	100	No <sup>b</sup>	No	ECF	0	F
Publix Super Soft	Publix	0	0	100	No	No	ECF	0	F
Publix Ultra Strong	Publix	0	0	100	No	No	ECF	0	F
Quilted Northern Ultra Plush	Georgia-Pacific	0	0	100	No	No	ECF	0	F
Softly	Albertsons (including Safeway)	0	0	100	No	No	ECF	0	F
Stop & Shop / Giant Food	Ahold Delhaize	0	0	100	No	No	ECF	0	F
Up & Up	Target	0	0	100	No	No	ECF	0	F
Wegmans	Wegmans	0	0	100	No	No	ECF	0	F
Willow Thick & Soft	ALDI	0	0	100	No <sup>c</sup>	No	ECF	0	F

- b An Amazon representative noted that some Presto! toilet paper is FSC certified and some is not. Because the product is not consistently certified FSC Mix or 100% FSC, it does not receive credit for this criterion.
- c An ALDI representative noted that some Willow and Boulder brand products are FSC certified and some are not. Because the products are not consistently certified FSC Mix or 100% FSC, they do not receive credit for this criterion.

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Brand	Company	Total % Recycled	% Post-Consumer	% Virgin Fiber	FSC	Virgin/Non-FSC Bamboo Fiber Avoids Primary Forests?	Bleaching Process	Score	Grade
Everspring	Target	100	100	0	N/A	N/A	PCF	600	A+
Seventh Generation, White	Seventh Generation	100	85	0	N/A	N/A	PCF	585	A+
Green Forest	Green Forest	100	80	0	N/A	N/A	PCF	580	A+
Natural Value	Natural Value	100	80	0	N/A	N/A	PCF	580	A+
Natural Value, Naturally Unbleached	Natural Value	100	80	0	N/A	N/A	None	580	A+
Reel Paper, Premium Recycled	Reel Paper	100	80	0	N/A	N/A	PCF	580	A+
Seventh Generation, Unbleached	Seventh Generation	100	80	0	N/A	N/A	None	580	A+
Trader Joe's	Trader Joe's	100	80	0	N/A	N/A	PCF	580	A+
365 Everyday Value	Whole Foods Market	100	80	0	N/A	N/A	PCF	580	A+
Field & Future by H-E-B	H-E-B	100	60	0	N/A	N/A	PCF	560	A
Marcal	Marcal	100	60	0	N/A	N/A	PCF	560	A
Marcal Small Steps	Marcal	100	60	0	N/A	N/A	PCF	560	A
Simple Truth	Kroger	100	60	0	N/A	N/A	PCF	560	A
GreenWise	Publix	100	50	0	N/A	N/A	PCF	550	A
Nature's Promise	Ahold Delhaize	100	50	0	N/A	N/A	PCF	550	A
Cloud Paper	Cloud Paper	0	0	100% bamboo	Yes	N/A	TCF	500	B+
Thrive Market	Thrive Market	100	100	0	N/A	N/A	ECF	500	B+
Amazon Aware	Amazon	100	65	0	N/A	N/A	ECF	465	B
Bamboolo	The Nurturing Co	0	0	100% bamboo	Yes	N/A	ECF	400	B
Bim Bam Boo	Bim Bam Boo	0	0	100% bamboo	Yes	N/A	ECF	400	B
Caboo	Caboo	0	0	100% bamboo	Yes	N/A	ECF	400	B
Cheeky Panda	Cheeky Panda	0	0	100% bamboo	Yes	N/A	ECF	400	B
NatureZway	NatureZway	0	0	100% bamboo	Yes	N/A	ECF	400	B
Seedling	Grove Collaborative	0	0	100% bamboo	Yes	N/A	ECF	400	B
Great Value Everyday Strong	Walmart	30	0	70	Mix	No	ECF	190	D
Bounty Advanced	Procter & Gamble	10	0	90	Mix	No	ECF	130	F
Amazon Basics	Amazon	0	0	100	Mix	No	ECF	100	F
HDX	The Home Depot	0	0	100	Mix	No	ECF	100	F
Kroger	Kroger	0	0	100	Mix	No	ECF	100	F

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Brand	Company	Total % Recycled	% Post-Consumer	% Virgin Fiber	FSC	Virgin/Non-FSC Bamboo Fiber Avoids Primary Forests?	Bleaching Process	Score	Grade
Paperbird Ultra Strong	ShopRite	0	0	100	Mix	No	ECF	100	F
Viva	Kimberly-Clark	0	0	100	Mix	No	ECF	100	F
Bounty	Procter & Gamble	10	0	90	No	No	ECF	40	F
Aria	Georgia-Pacific	0	0	100	No	No	ECF	0	F
Boulder	ALDI	0	0	100	No <sup>d</sup>	No	ECF	0	F
Brawny	Georgia-Pacific	0	0	100	No	No	ECF	0	F
Brightly	Albertsons (including Safeway)	0	0	100	No	No	ECF	0	F
Fiora	Solaris Paper <sup>e</sup>	0	0	100	No	No	ECF	0	F
Great Value Ultra Strong	Walmart	0	0	100	No	No	ECF	0	F
H-E-B Our Finest	H-E-B	0	0	100	No	No	ECF	0	F
Kirkland	Costco	0	0	100	No	No	ECF	0	F
Moxie	Lowe's	0	0	100	No	No	ECF	0	F
Presto!	Amazon	0	0	100	No	No	ECF	0	F
Publix	Publix	0	0	100	No	No	ECF	0	F
Sparkle	Georgia-Pacific	0 <sup>f</sup>	0	100	No	No	ECF	0	F
Stop & Shop / Giant Food	Ahold Delhaize	0	0	100	No	No	ECF	0	F
Up & Up	Target	0	0	100	No	No	ECF	0	F
Wegmans	Wegmans	0	0	100	No	No	ECF	0	F

d An ALDI representative noted that some Willow and Boulder brand products are FSC certified and some are not. Because the products are not consistently certified FSC Mix or 100% FSC, they do not receive credit for this criterion.

e Solaris Paper is an Asia Pulp and Paper (APP)-affiliated company. Given APP's ties to damaging practices for the climate and local communities in Indonesia, companies including Office Depot and Ahold Delhaize have taken steps to remove these products from their shelves and online stores. Joshua Martin, "Flushing the Climate: Which U.S. Stores are Still Selling the World's Most Destructive Toilet Paper?," Environmental Paper Network, August 3, 2022, <https://environmentalpaper.org/2022/08/flushing-the-climate-which-u-s-stores-are-still-selling-the-worlds-most-destructive-toilet-paper/>.

f Of the Georgia-Pacific products included in this scorecard, a company representative noted that "only Sparkle® Towels contain a meaningful amount of recycled content." We inquired about the minimum amount of recycled content used in this product since it is not reflected on the product's packaging, but did not receive a response. For this reason, we were unable to reflect any amount of recycled content in the product's scoring.

# A BUYER'S GUIDE TO THE SUSTAINABILITY OF AT-HOME TISSUE PRODUCTS



## FACIAL TISSUE

Brand	Company	Total % Recycled	% Post-Consumer	% Virgin Fiber	FSC	Virgin/Non-FSC Bamboo Fiber Avoids Primary Forests?	Bleaching Process	Score	Grade
Green Forest	Green Forest	100	80	0	N/A	N/A	PCF	580	A+
Natural Value	Natural Value	100	80	0	N/A	N/A	PCF	580	A+
Trader Joe's	Trader Joe's	100	80	0	N/A	N/A	PCF	580	A+
365 Everyday Value, 100% Recycled	Whole Foods Market	100	80	0	N/A	N/A	PCF	580	A+
Fluff Out	Marcal	100	60	0	N/A	N/A	PCF	560	A
Simple Truth	Kroger	100	60	0	N/A	N/A	PCF	560	A
Seventh Generation	Seventh Generation	100	50	0	N/A	N/A	PCF	550	A
Scott Surpass	Kimberly-Clark	100	20	0	N/A	N/A	PCF	520	B+
Cloud Paper	Cloud Paper	0	0	100% bamboo	Yes	N/A	TCF	500	B+
Amazon Aware	Amazon	100	65	0	N/A	N/A	ECF	465	B
Bamboolo	The Nuturing Co	0	0	100% bamboo	Yes	N/A	ECF	400	B
Bim Bam Boo	Bim Bam Boo	0	0	100% bamboo	Yes	N/A	ECF	400	B
Caboo	Caboo	0	0	100% bamboo	Yes	N/A	ECF	400	B
Cheeky Panda	Cheeky Panda	0	0	100% bamboo	Yes	N/A	ECF	400	B
NatureZway	NatureZway	0	0	100% bamboo	Yes	N/A	ECF	400	B
Seedling	Grove Collaborative	0	0	100% bamboo	Yes	N/A	ECF	400	B
Who Gives A Crap, Forest Friendly Tissues	Who Gives A Crap	0	0	100% bamboo	Yes	N/A	ECF	400	B
Thrive Market	Thrive Market	50	50	50% bamboo	No	No	ECF	350	C+
Puffs	Procter & Gamble	5	0	95	Mix	No	ECF	115	F
Great Value Everyday Soft	Walmart	0	0	100	Mix	No	ECF	100	F
Kirkland	Costco	0	0	100	Mix	No	ECF	100	F
Kleenex Everyday	Kimberly-Clark	0	0	100	Mix	No	ECF	100	F
Kroger	Kroger	0	0	100	Mix	No	ECF	100	F
Paperbird Soft & Strong	ShopRite	0	0	100	Mix	No	ECF	100	F
Up & Up Soft	Target	0	0	100	Mix	No	ECF	100	F
365 Everyday Value, Sustainably Soft	Whole Foods Market	0	0	100	Mix	No	ECF	100	F
Amazon Basics	Amazon	0	0	100	No	No	ECF	0	F

# A BUYER'S GUIDE TO THE SUSTAINABILITY OF AT-HOME TISSUE PRODUCTS



## FACIAL TISSUE

Brand	Company	Total % Recycled	% Post-Consumer	% Virgin Fiber	FSC	Virgin/Non-FSC Bamboo Fiber Avoids Primary Forests?	Bleaching Process	Score	Grade
Fiora	Solaris Paper <sup>f</sup>	0	0	100	No	No	ECF	0	F
Presto!	Amazon	0	0	100	No	No	ECF	0	F
Publix	Publix	0	0	100	No	No	ECF	0	F
Quilted Northern Ultra	Georgia-Pacific	0	0	100	No	No	ECF	0	F
Softly	Albertsons (including Safeway)	0	0	100	No	No	ECF	0	F
Stop & Shop / Giant Food	Ahold Delhaize	0	0	100	No	No	ECF	0	F
Wegmans	Wegmans	0	0	100	No	No	ECF	0	F
Willow	ALDI	0	0	100	No <sup>g</sup>	No	ECF	0	F

f Solaris Paper is an Asia Pulp and Paper (APP)-affiliated company. Given APP's ties to damaging practices for the climate and local communities in Indonesia, companies including Office Depot and Ahold Delhaize have taken steps to remove these products from their shelves and online stores. Joshua Martin, "Flushing the Climate: Which U.S. Stores are Still Selling the World's Most Destructive Toilet Paper?," Environmental Paper Network, August 3, 2022, <https://environmentalpaper.org/2022/08/flushing-the-climate-which-u-s-stores-are-still-selling-the-worlds-most-destructive-toilet-paper/>.

g An ALDI representative noted that some Willow and Boulder brand products are FSC certified and some are not. Because the products are not consistently certified FSC Mix or 100% FSC, they do not receive credit for this criterion.

## ENDNOTES

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