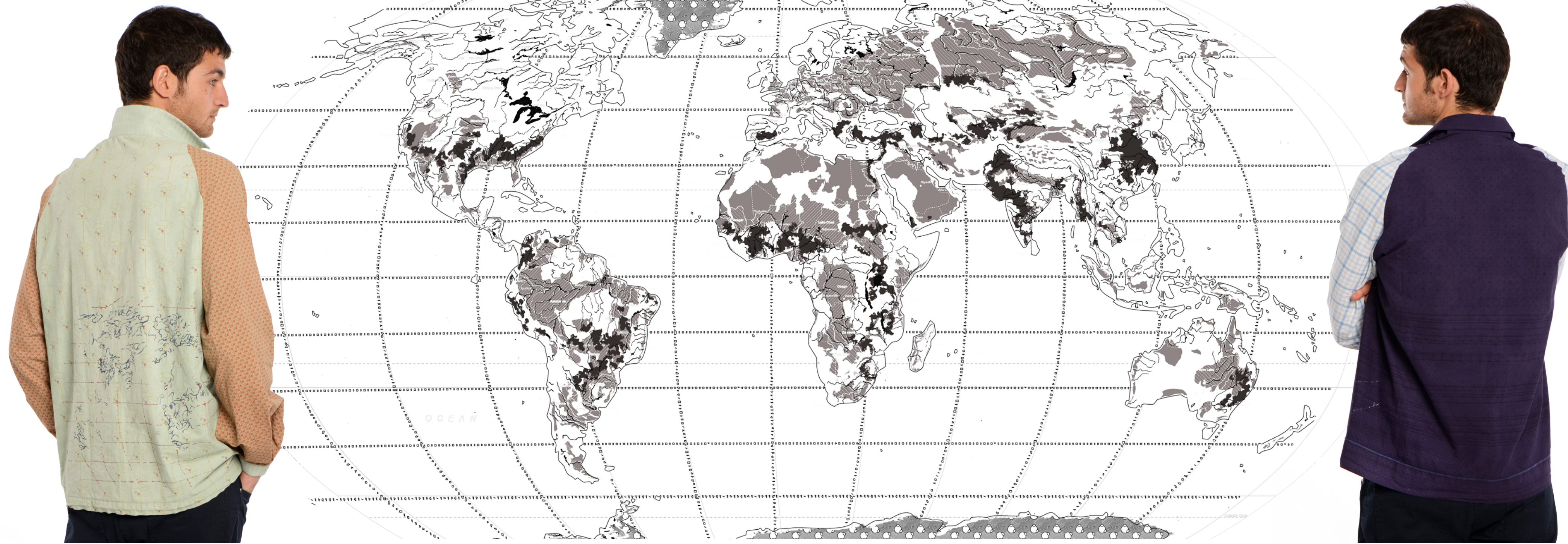
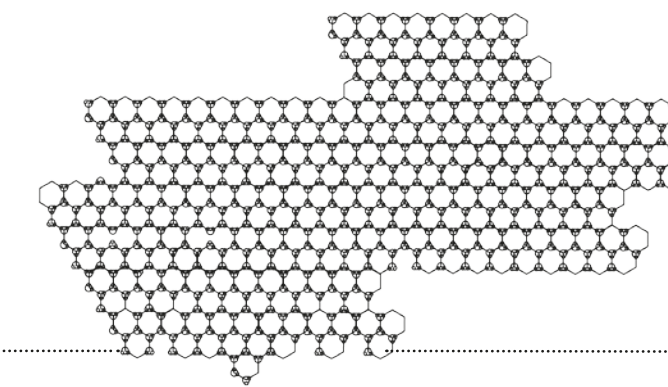
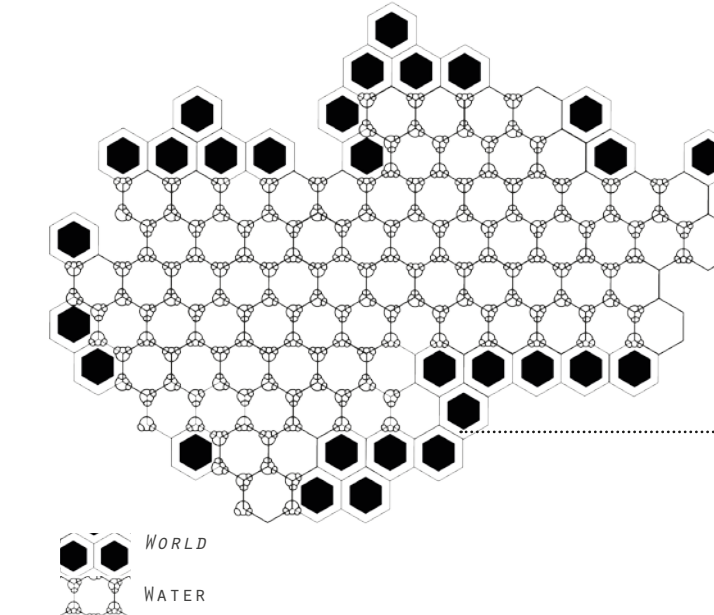


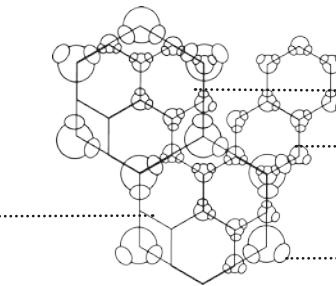


WATER



SALT WATER

SWEET



ICE

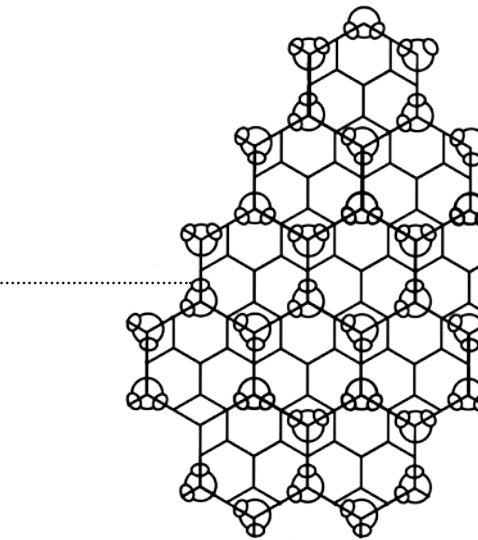
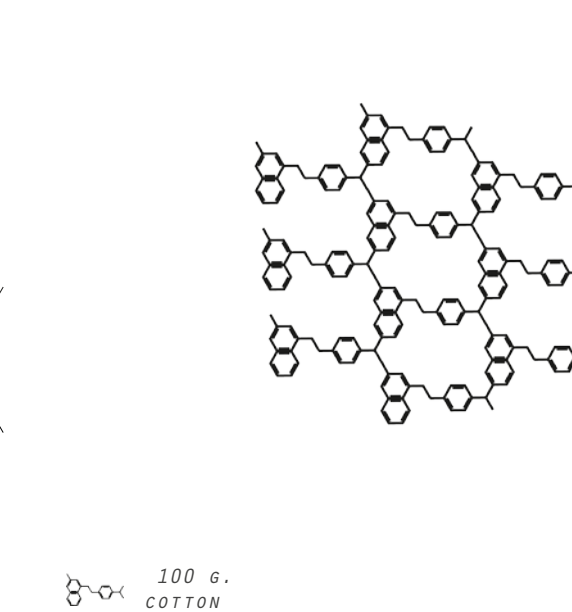
GROUND
WATER

RIVERS
AND LAKES



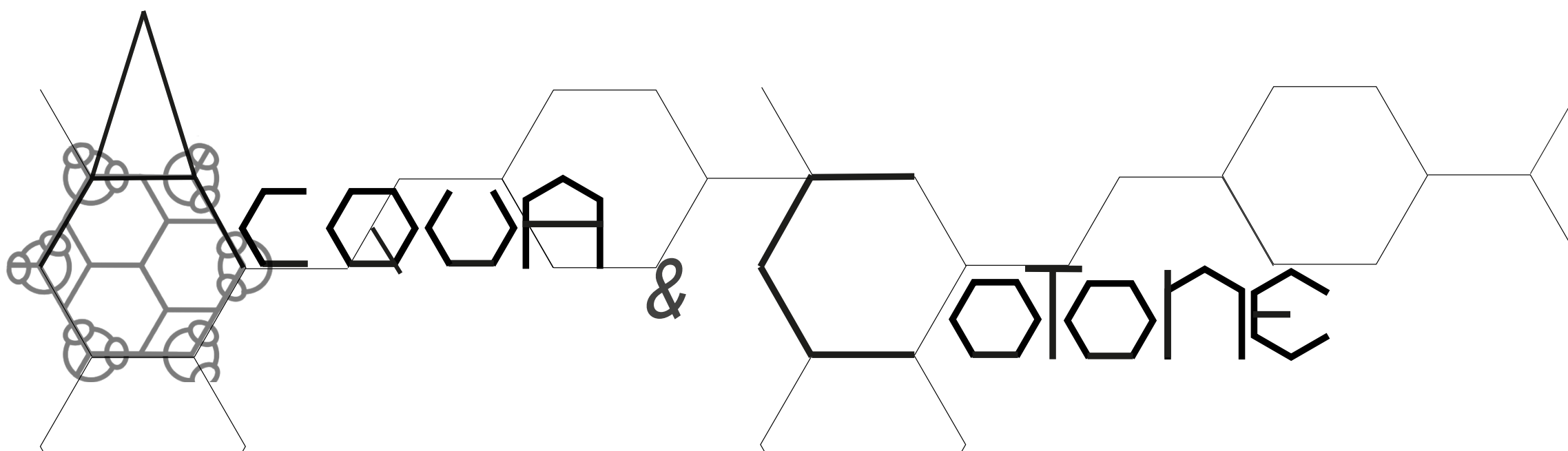
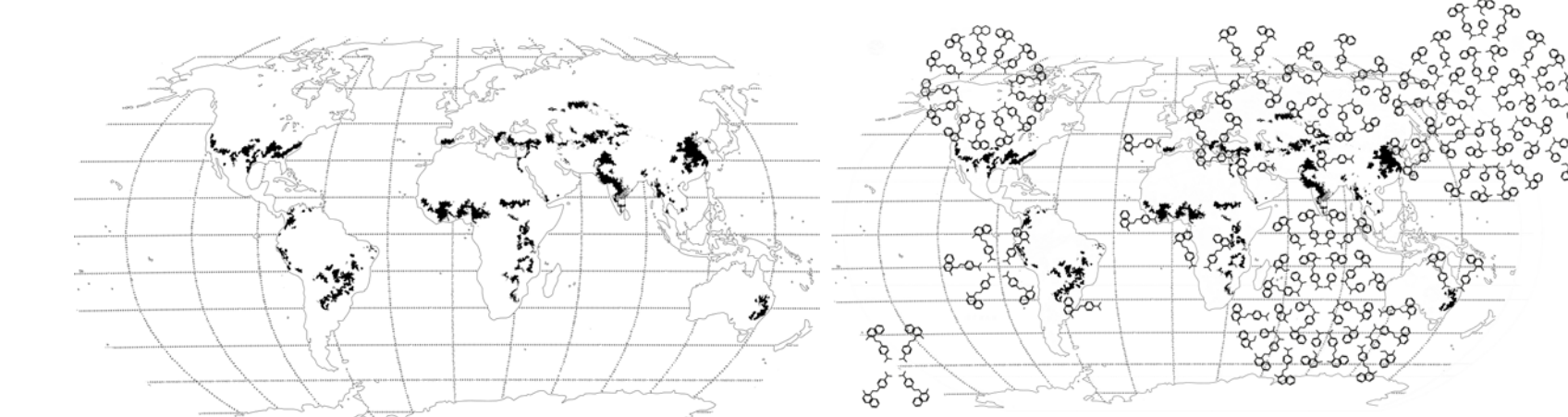
THE PRODUCTION OF 1 KG. COTTON REQUIRE.....11.000 LITERS WATER (5.000/ORGANIC).....A CONVENTIONAL SHIRT NEEDSCOTTON'S WORLD CROPS.....PRODUCE 20 MILIONS TONS PER YEAR...

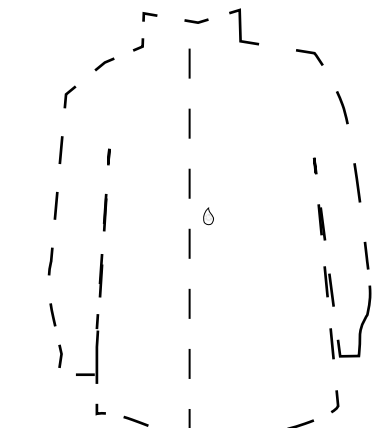
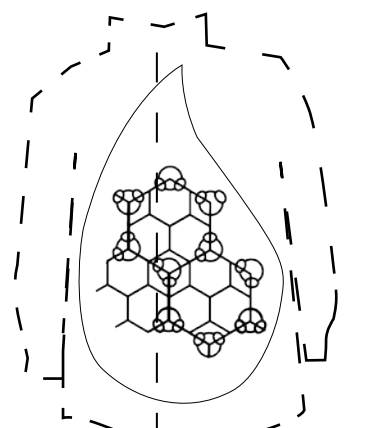
COTTON'S
WATER FOOT PRINT



250 G.
COTTON

2.700 L.
WATER



.....ACQUA & COTONE SHIRT.....		SHIRT WATER FOOT PRINT.....		CONVENTIONAL SHIRT.....	
250 G. POST CONSUMER WASTE (COTTON BED-SHEETS)		0 L. WATER	2.700 L. WATER		250 G. NEW COTTON
DYE 100% NATURAL		5 TO 25 L. WATER	25 TO 100 L. WATER		DYE MOSTLY CHEMICAL
BLOCK/STENCIL PRINT (LASER CUT TECHNOLOGY)		0 L. L. WATER	25 TO 50 L. WATER		SCREEN PRINT/ INK-JET
COLOURS 100% NATURAL		NO WATER POLLUTION		1000 L. WATER	CHEMICAL

