

MNS Picks - Catalogue for Eco-friendly Shopping Ideas

Nukleus Innerwear - Why You Should Wear Sustainable Clothing

Concerned about the current state of our environment, environmentalists far and near are urging us to consume less.

No sensible individual would dispute the wisdom of their recommendation. But we must bear this in mind: Less consumption does not mean zero consumption. In order to live and function effectively in society, we have to consume. How do we fulfil the two opposite demands? By making smart and sustainable choices.

Making the right choices is critically important, especially now. We must come to the realization that everything we do impacts the environment in one way or another. For this reason, every single act of ours counts.

We can begin our journey towards sustainability by reflecting upon what we consume. Clothing is one area that is worthy of our reflection. Why? Because clothing can be environmentally damaging. This is a fact many of us aren't aware of. To better understand it, let's consider the case of cotton.



We've chosen to explore cotton for two reasons. Firstly, we're guessing that many readers love wearing cotton. This isn't a far-fetched assumption. Cotton is by far the most popular clothing material in the world and it's not hard to see why. It's soft, breathes well, and is low-maintenance. Secondly, we have a choice when buying cotton clothing; we can choose conventionally grown cotton or organic cotton. What should we go for? The option that's less environmentally damaging, of course. Which is it? To answer this question, let's take a quick look at cotton-related environmental damage. This sort of damage can occur in several ways. We'll consider two here, toxicity and water use, and we begin with the former.

Conventionally grown cotton consumes approximately 25% of the insecticides and more than 10% of the pesticides used in the world. These synthetic, petroleum-based chemicals are toxic and persistent. In all likelihood, some will pollute the environment and cause harm to wildlife, some will end up in our food chain. In contrast, organic farmers do not depend on synthetic chemicals to manage pests. Instead, they plant

so-called "trap crops" to lure pests away from their cotton and to provide a habitat for the pests' natural predators.

When it comes to water use, conventionally grown cotton requires intensive irrigation. Organic cotton, on the other hand, requires less water to grow. Using organic farming practices (e.g. crop rotation, compost), farmers can increase the amount of organic matter in the soil, and this helps the soil to retain more water. The result is improved water utilization, making a "thirsty" crop more efficient to grow.

Now that you're aware of these cotton facts, what will your choice be? If you "value nature" and wish to "act for nature", you know what you've got to do.

This article is contributed by Nukleus Innerwear Sdn. Bhd. Nukleus basics and underwear—all made from 100% certified organic cotton—are now available at Nature Owlief — the MNS Shop, with discount offered for MNS members.



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