



Why Harmony Art Organic Cotton?*

	Organic	Conventional
Seed Preparation:	Natural, untreated GMO free seeds.	Typically treated with fungicides or insecticides . Possible GMOs.
Soil Preparation:	Healthy soil through crop rotation. Retains moisture in soil from increased organic matter .	Synthetic fertilizers, loss of soil due to mono-crop culture, intensive irrigation .
Pest Control:	Healthy soil creates natural balance . Beneficial insects and trap crops used.	Aerial spraying of insecticides and pesticides . Nine of the most commonly used pesticides are known cancer-causing agents .
Harvesting:	Natural defoliation from freezing temperatures or through the use of water management.	Defoliation induced with toxic chemicals .
Production:	Warp fibers stabilized using double-plying or nontoxic cornstarch.	Warp fibers stabilized using toxic waxes .
Whitening:	Safe peroxide is used.	Chlorine bleaching creates toxic by-products , which are released into the environment.
Finishing:	Soft scour in warm water with soda ash, for a pH of 7.5 to 8.	Hot water, synthetic surfactants, additional chemicals (sometimes formaldehyde).
Dyeing:	Low-impact fiber-reactive or natural dyes with low metal and sulfur content.	High temperature containing heavy metals and sulfur .
Printing:	Low-impact, water-based inks and/or pigments with no heavy metals.	Pigments may be petroleum based and contain heavy metals . Run-off spills into waterways, polluting streams .
Fair Trade:	Social criteria in place to ensure safe, healthy, non-abusive, nondiscriminatory , environment, with living wages .	No social screening. Possible child or forced labor used . Facilities may be unsafe and unhealthy .
Marketing:	Positive story can be told to differentiate you from your competitors.	None. As awareness of organic advantage expands, increased potential for negative image .
Price:	Initial cost more expensive. Long-term advantages: priceless .	Initially cheaper. Long-term impact on environment: devastating .

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* All Harmony Art organic cotton fabrics conform to the Global Organic Textile Standards (GOTS). For the full text visit global-standard.org.