



## Why Harmony Art Organic Cotton?\*

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

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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](http://global-standard.org).