



100%

NAT

URE

CALIDA

SUSTAINABILITY BORN IN SWITZERLAND



COME CLOSER.

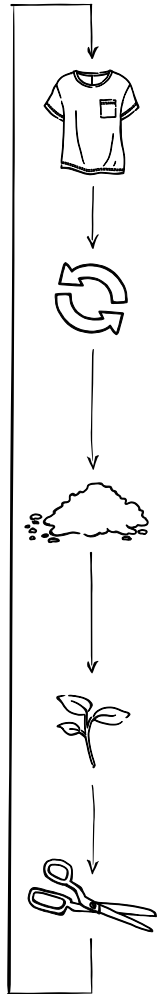
Yours. Nature

With the Cradle to Cradle Certified™ 100 % NATURE collection, made from TENCEL™, Lyocell, CALIDA presents a real breakthrough in sustainability: the first fully biodegradable products with 100 % cellulose materials, manufactured in a closed, particularly energy-efficient cycle and sourced from sustainably managed forests. The collection is produced using 100 % Swiss-sourced, carbon-neutral biogas.

FOR A GREAT FEELING –
NOT JUST ON YOUR SKIN.

**“We have a responsibility,
towards future generations, too.”**

THE CALIDA CREDO SINCE 1941



CONSCIOUS SHOPPING

The 100% NATURE collection meets CALIDA's highest quality standards: durable products made from high-grade, sustainable materials.

RECYCLING

If you would like to dispose of the T-shirt, please bring it back to CALIDA or put it into your garden compost bin.

BIOLOGICAL NUTRIENTS

The T-shirt fully decomposes into its natural components, forming valuable organic nutrients within a few months.

NATURAL RAW MATERIALS

The raw materials that grow back can be used as a basis for new products. The material used, TENCEL™, Lyocell, is made from wood. TENCEL™, Lyocell is one of the most sustainable materials available, as very little water is used throughout the process.

SUSTAINABLE PRODUCTION

The emerging materials can be used to make new, sustainable products. The 100% NATURE collection is Cradle to Cradle Certified™ and holds the MADE IN GREEN label by OEKO-TEX®.



More information
www.calida.com/nature





FOR A GREAT DAY. FOR A PEACEFUL NIGHT. FOR A BETTER FUTURE.

It all started with our first 100% biodegradable t-shirt. Now the difference we make can be felt around the clock. You can feel it in our unbeatably onformable, breathable daywear and sleepwear. In our super soft, perfectly fitting seamless panties. In our light loungewear, for your daily dose of cosy time. And in our men's pyjamas and boxer shorts, which can be effortlessly combined with our shirts. All 100% NATURE, with almost 100% of all resources recovered – from production to reuse. For an all-round wonderful feeling.

And for the first time, our gorgeous prints now comply with the strict standards of the voluntary product standard Cradle to Cradle Certified™. For the love of nature. Day and night.



#100NATURE
www.calida.com/nature





Cradle to Cradle Certified™ is a registered trademark of McDonough Braungart Design Chemistry LLC (MBDC). Cradle to Cradle Certified™ is a certification mark exclusively licensed by the Cradle to Cradle Products Innovation Institute (C2CPII).

CRADLE TO CRADLE CERTIFIED™

The Cradle to Cradle Certified™ standard defines and develops products that can be used again and again in an organic cycle. They are broken down into organic nutrients and form the foundation for new life such as plant growth. The raw materials and substances that grow as a result can then be used as a basis for new products. Under the Cradle to Cradle Certified™ principle, every part of a certified item can be fully, organically recycled after use, without creating any waste. Unlike with conventional recycling, the quality of the raw materials is preserved throughout several product life-cycles.

www.epeaswitzerland.com/cradle-to-cradle



MADE IN GREEN BY OEKO-TEX®

The 100% NATURE shirts have been awarded the MADE IN GREEN by OEKO-TEX® label. But they're not the only certified sustainable products in the CALIDA collection. In 2016, CALIDA became the first underwear brand in the world to introduce the MADE IN GREEN by OEKO-TEX® label. The product label is awarded on the basis of strict social responsibility and ecological criteria, and also certifies that the textiles in question have been tested for harmful substances. Items awarded the certification can be transparently traced by the customer using the unique product ID or QR code.

CALIDA works hard to maintain its role as a pioneer in sustainability, adding numerous new men's and women's styles to its MADE IN GREEN by OEKO-TEX® range every season. The children's range has been fully certified since autumn 2016.

www.madeingreen.com



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CALIDA

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