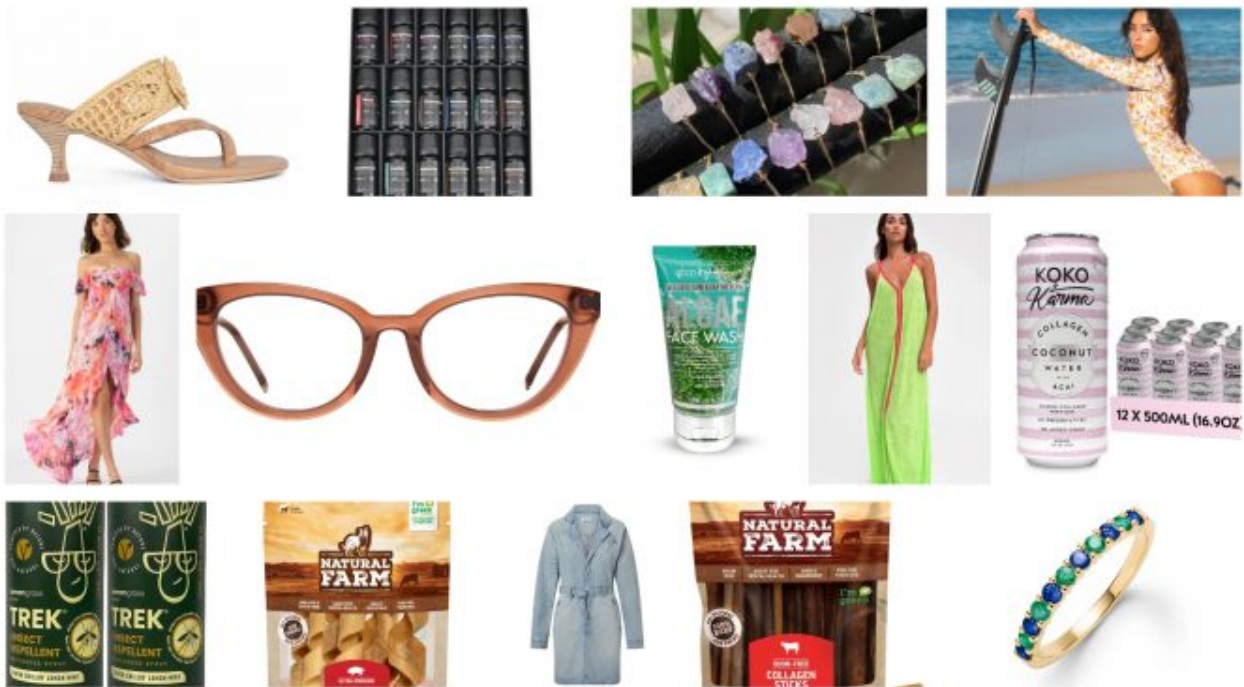


Earth Day 2024: Brands Giving Back

hi-techchic.com/earth-day-2024-brands-giving-back/



Earth Day is right around the corner, happening globally on April 22, 2024. We have compiled a list of companies that give back to the planet or donate portions of proceeds to make the world a better place for people and for Earth.

Koko & Karma



Koko & Karma is the only coconut water infused with vitamins and antioxidants. It's 100% coconut water and sustainably sourced with no added sugar. As the world's first supplemental coconut water, Koko & Karma is on a mission to do good and deliver the best functional beverage for women's nourishment and low-calorie hydration. Packed with electrolytes, magnesium, and potassium, the all-natural drinks are paleo and vegan-friendly, gluten-free, dairy-free, non-GMO, and cruelty-free. This woman-owned brand donates to Plastic Bank to remove plastic from global waterways and is a member of the 1% Pledge.

Natural Farm Collagen Sticks



Make sure your pets have the best of the best with these sustainably sourced, 100% natural ingredient treats! Natural Farm's chews are from a single supplier of free-range cattle, chickens and pigs, all proteins are sustainably obtained so they know precisely what is in their dog treats without any surprises. These collagen chews promote joint, skin, coat, and digestive health in a fully-digestible chew. The brand donates to [One Tree Planted](#).

Urban Hydration



1 PRODUCT SOLD = 1 GALLON OF WATER DONATED

This feel-good brand provides the right natural ingredients that purposely make taking care of our skin and hair effortless, affordable, and enjoyable. Adding to this is the knowledge that at the heart of the brand is philanthropy. With a notable mission to save the planet through clean beauty, with every product sold, Urban Hydration donates a gallon of water to transform communities around the world.

Lemongrass Farms – TREK Insect Repellant



Lemongrass Farms has created the first cosmetic-grade bug spray that naturally works using the purest essential oils on the planet sourced from Berjé (suppliers of leading perfumeries worldwide). It's effective, safe, and enjoyable to use – clean beauty with no icky residue. Your skin simply remains soft and doesn't discolor clothing. Proceeds support building habitats for bees and butterflies, our critical pollinators, via The Bee and Butterfly Habitat Fund.

Tiare Hawaii



Tiare Hawaii has a Sustainable Collection. Everything is made with love from fibers like Banana, Bamboo, Eucalyptus, Pineapple, and Mulberry Bark Silk. The packaging is even made out of biodegradable materials, down to the hangtags, to reduce waste and plant a seed of sustainability. For Earth Day Tiare Hawaii will be offering 20% off of their Naturals Collection. To shop please visit: <https://tiarehawaii.com/pages/tiare-hawaii-naturals>.

Voglia Swimwear



Voglia Swimwear is a sustainable, slow-fashion, luxury swimwear brand helping to clean up our oceans one bikini at a time. Their suits have been made from regenerated nylon, eco-friendly inks, biodegradable packaging and shipping, and NEVER any one-time use plastics. Additionally, they donate proceeds from all sales to One Tree Planted and have partnered with Ocean Co to collection ocean-bound plastic bottles. Their latest collection is called "Oh, Honey" which honors our Honeybees as they are responsible for 1/3 of our fruits & vegetables and produce more than half of the world's fibers, oils, and raw materials – this collection also benefits local beekeepers and organizations here in the United States.

ETICA



ÉTICA denim dramatically reduces water usage by 90%, energy consumption by 63% and chemical usage by 70% compared to industry standards. ETICA Denim partners with key organizations committed to environmental causes and workers' rights initiatives around the world. ETICA is a proud member of 1% for the Planet, a global alliance of businesses financially committed to creating a healthy planet and supporting environmental solutions. Every purchase made on eticadenim.com plants a tree through [One Tree Planted](#) & 1% For The Planet.

Donald Pliner

APRIL 19TH - APRIL 22ND

ONE TREE PLANTED

FOR EVERY PAIR PURCHASED

In honor of Earth Day, Donald Pliner is partnering with One Tree Planted to plant a tree for every pair of shoes purchased.

It's the perfect time to find a gift for Mother's Day and give back to Mother Earth. Join us in contributing to the health and well-being of our planet while enjoying our exquisite footwear collection.

One Tree Planted is a 501(c)(3) nonprofit on a mission to make it simple for anyone to help the environment by planting trees. Reforestation helps to rebuild forests after fires and floods, provide jobs for social impact and restore biodiversity.

IN PARTNERSHIP WITH
ONETREEPLANTED

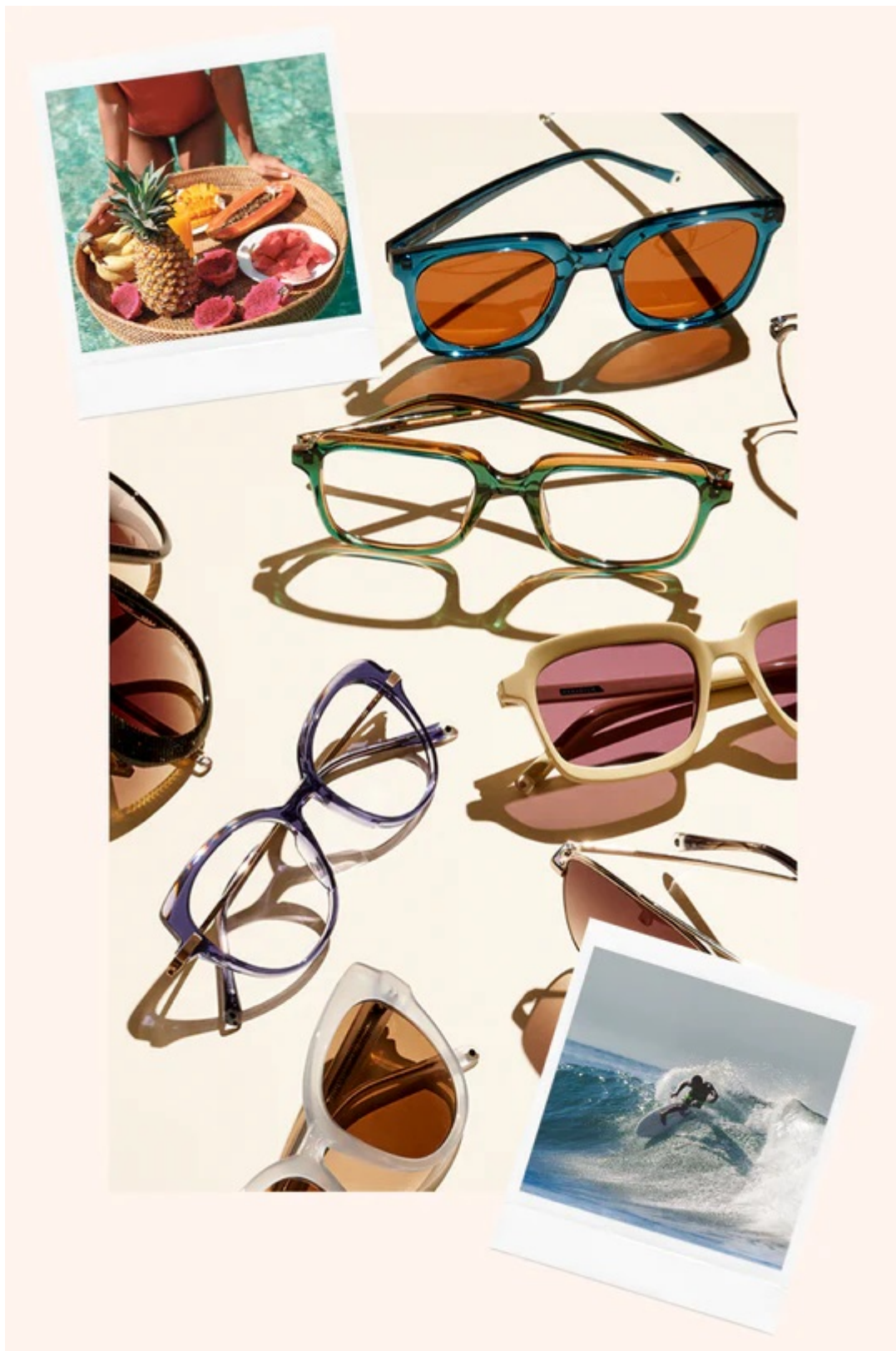
Donald Pliner's full range of footwear includes casual and dress styles in a wide variety of silhouettes including heels, wedges, flats, sneakers, boots, and sandals. [Donald Pliner](#) will plant a tree for every pair of shoes purchased in partnership with [One Tree Planted](#). This initiative provides a wonderful opportunity to shop for oneself and find a loving gift for both Mother's Day and Mother Earth. Shop their Earth Day/ One Tree planted items here: <https://donaldpliner.com/one-tree-planted>.

Haverhill



Haverhill Terra Jewelry line supports the Nature Conservancy. The line includes Emeralds and Sapphires that reflect the colors of the earth. Support the Nature Conservancy, a global environmental nonprofit working to create a world where people and nature can thrive. 10% of the purchase price for Terra is donated to The Nature Conservancy.

Paradigm Eyewear



Paradigm's ISCC-certified recycled acetate collection features *Eastman Acetate Renew* flake. Each sustainable acetate frame is composed of more than 25% recycled content and 40% bio-based content from renewable resources. Sunglasses also include *Eastman Tritan™ Renew* sun lenses, made of 50% recycled plastic and 50% virgin *Tritan* material. Paradigm Eyewear partnered with the [National Forest Foundation](#)

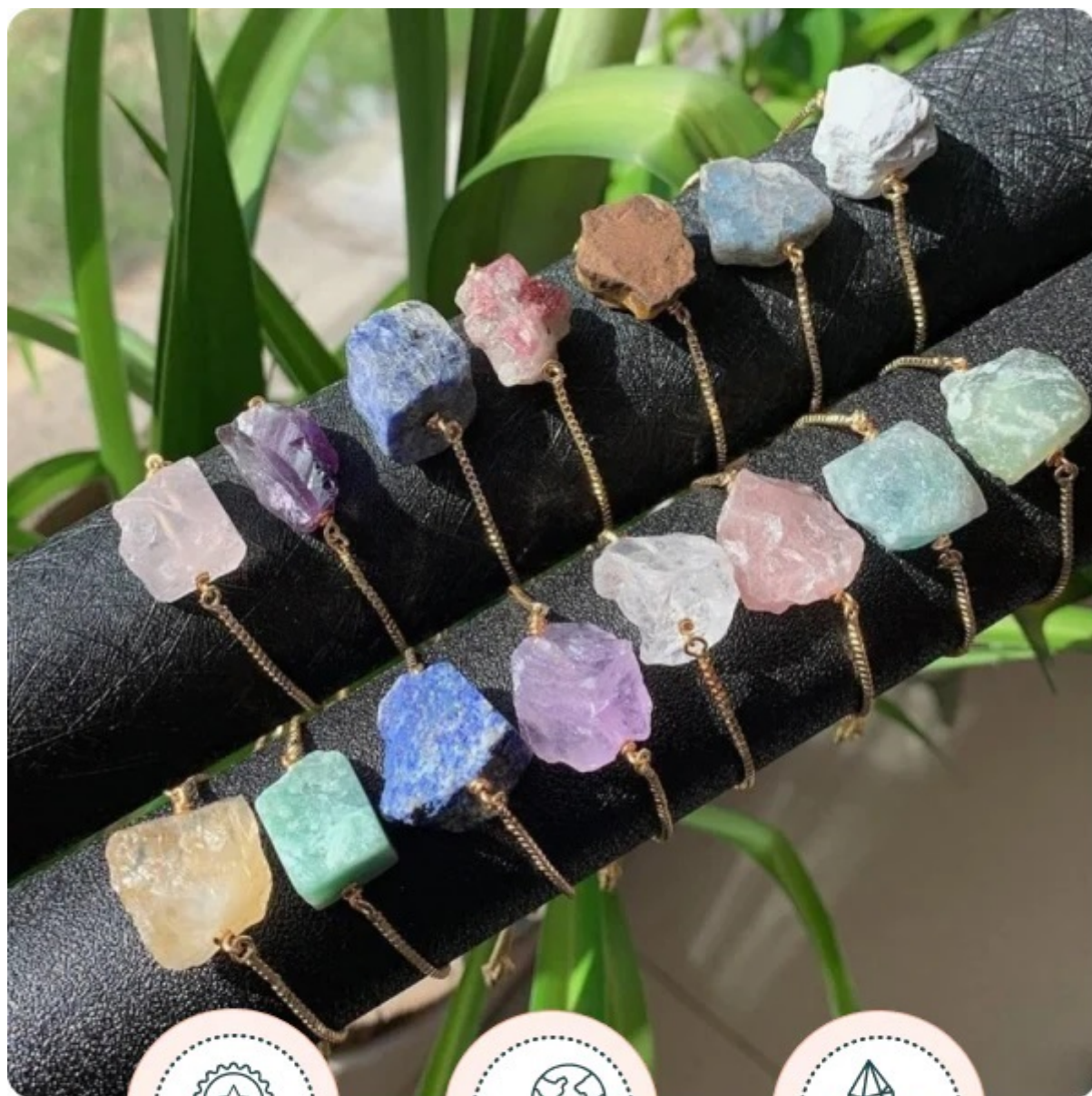
on their 50 Million for Our Forests tree planting campaign. Additionally, they've partnered up with Cool Earth in helping to aid in the fight against the climate crisis for purchases of Sid in Ginkgo.

pitusa



pitusa's Earth Day campaign focuses on encouraging sustainability and reducing textile waste by inviting their past customers to participate in recycling their old pitusa clothes. From April 1st thru April 22nd customers can either ship their old clothes to their warehouse or drop them off at their Wynwood flagship store. In return for their contribution, they will receive a 30% discount towards a future order and free shipping credit on that order. All donated clothes will be collected and recycled by the UpCycle Project, where they will be transformed into valuable raw materials, contributing to a more resourceful world.

Mindful Souls



**Exceptional
Quality**



**Ethically
Sourced**



**100% Natural
Crystal**

“Mindful Souls” is for anyone interested in spirituality, mindfulness, personal growth, crystals, and crystal jewelry! The Natural Earth Crystal Bracelets represent a beautiful bond between handmade jewelry art and nature. Their Blissful & Organic Essential Oils Set is 100% organic, made from leaves, flowers, tree bark, seeds and rinds from fruit. Every item you purchase at Mindful Souls, they donate one meal to a child in need with non-profit Akshaya Pātra. Not only nurturing your soul but also the hearts, minds and futures of thousands of children throughout India.

###

Source: Donald Pliner, Mindful Souls, Tiare Hawaii, Etica, Paradigm Eyewear, pitUSA, Koko & Karma, Voglia, Urban Hydration, Natural Farm Collegan Sticks, Lemongrass Farms, Haverhill, 1% for Planet, One Tree Planted, National Forest Foundation, Cool Earth, Akshaya Pātra, Upcycle Project, Plastic Bank, Ocean Co, Water Is Life, the Nature Conservancy