

# LEVI STRAUSS & CO.

## FACT SHEET: 1 BILLION LITERS SAVED, NEW LIFECYCLE ASSESSMENT STUDY & CONSUMER EDUCATION CAMPAIGN

<p><b>About the announcement:</b></p>	<p>Levi Strauss and Co. (LS&amp;Co.) announced on March 17:</p> <ul style="list-style-type: none"> <li>• It has <b>saved 1 billion liters of water</b> since 2011 through its <a href="#">Water&lt;Less™ process</a> and the apparel industry’s first <a href="#">Water Recycle/Reuse Standard</a>.</li> <li>• The release of <a href="#">LS&amp;Co.’s new product lifecycle assessment</a> (LCA) that analyzes the complete product lifecycle, probing deeper into the environmental impacts of cotton in key growing regions, apparel production and distribution in a range of locations, and global consumer washing and drying habits.</li> <li>• A global <b>consumer education campaign</b> — “Are You Ready to Come Clean?” — to help consumers understand their environmental impact. Between World Water Day (March 22) and Earth Day (April 22) the company is also asking consumers to <b>pledge to wash their jeans less often</b>.</li> </ul>
<p><b>About the LCA:</b></p>	<p>The LCA is a quantitative method for evaluating the environmental impact of a product. It is a tool used to assess the stages and impact of a product’s entire life, from raw material production (cradle) to disposal (grave). This LCA is an update to the company’s groundbreaking 2007 study on the environmental impact of LS&amp;Co. products.</p>
<p><b>Key LCA findings:</b></p>	<p><i>General Highlights:</i></p> <ul style="list-style-type: none"> <li>• <b>Water Consumption:</b> Nearly 3,800 liters of water are used to make a pair of jeans. Fiber production, predominantly cotton (68%), contributes by a wide margin to water consumption, followed by consumer care (23%).</li> <li>• <b>Climate Change:</b> Of the 33.4kg of CO<sub>2</sub> produced during the lifecycle of a jean, consumer care (37%) and fabric production (27%) generate the most significant climate change impact and energy use.</li> <li>• <b>Expanded Scope:</b> By expanding our scope to include key cotton-producing countries, we’ve seen the water consumption from cotton cultivation increase, since the amount of water used to grow cotton varies significantly across the world. Also, by including new consumer markets we’ve found that washing and drying habits vary by region.</li> <li>• <b>Impact:</b> By wearing jeans 10 times before washing, consumers in the U.S. can reduce their water and climate change impact by 77 percent, consumers in the U.K. and France can reduce by 75 percent and consumers in China can reduce 61 percent.</li> </ul> <p><i>Regional Highlights:</i></p> <ul style="list-style-type: none"> <li>• Average washing frequency: <ul style="list-style-type: none"> <li>○ In the U.S., consumers typically wear their jeans two times before washing them.</li> <li>○ In the U.K. and France, consumers typically wear their jeans 2.5 times before washing them.</li> <li>○ In China, consumers typically wear their jeans four times before washing them.</li> </ul> </li> <li>• Consumer jeans-washing habits vary by region: <ul style="list-style-type: none"> <li>○ Americans use more water and energy to wash their jeans than consumers in other markets; they use more energy from drying their jeans in a dryer.</li> <li>○ Consumers in the U.K. and France mostly air dry their jeans, but use more hot water than others.</li> <li>○ Consumers in China mostly wash in cold water and air dry.</li> </ul> </li> </ul>
<p><b>How to get involved and “come clean:”</b></p>	<ol style="list-style-type: none"> <li>1. <b>Know your environmental impact.</b> Visit <a href="http://www.levi.com/progress">www.levi.com/progress</a> and find out your impact by taking <a href="#">this short quiz</a>.</li> <li>2. <b>Take the #WashLessPledge.</b> Between World Water Day (3/22) and Earth Day (4/22), take the #WashLessPledge and promise to wash your jeans less (or don’t wash at all!).</li> <li>3. <b>Spread the word.</b> Let your friends know on social media and challenge them to wash less.</li> </ol>

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<p><b>What Levi's is doing to address data results:</b></p>	<ul style="list-style-type: none"> <li>• Consumer education: "Are You Ready to Come Clean?," <a href="#">Dirty Jeans Manifesto</a>, <a href="#">Care Tag for the Planet</a>, <a href="#">Tips for Cleaning Your Jeans Without Washing</a></li> <li>• Work with Better Cotton Initiative® (BCI): LS&amp;Co. is addressing the biggest impact area of the jean lifecycle – cotton consumption – through its work with the BCI to train farmers to grow cotton using less water.</li> <li>• New goals: Expand the Water&lt;Less™ product line from nearly 25% of the Levi's® line today to 80% of all Levi's® brand products made using Water&lt;Less™ techniques by 2020. LS&amp;Co. plans to continue to work with its global suppliers with the goal of sourcing approximately 75 percent Better Cotton by 2020, up from 6 percent today.</li> </ul>
<p><b>Fun facts:</b></p>	<p><b>Lifecycle of one pair of Levi's® 501® jeans equates to:</b></p> <ul style="list-style-type: none"> <li>• <u>Water</u>: 3 days' worth of one US household's total water needs</li> <li>• <u>Energy</u>: 69 miles driven by the average U.S. car</li> </ul> <p><b>Regional Impact:</b></p> <ul style="list-style-type: none"> <li>• If everyone in the U.S. washed their jeans after every 10 wears instead of the average two, we would save enough water to meet the annual water needs for the city of San Diego (or San Jose or Dallas!) and enough energy to power 1.3 million households.</li> <li>• If everyone in the U.K. and France washed their jeans after every 10 wears instead of the average 2.5, we would save enough water to meet the annual water needs for the city of Nice, France and enough energy to power 800,000 households.</li> <li>• If everyone in China washed their jeans after every 10 wears instead of the average four, we would save enough water to meet the annual water needs for Beijing and enough energy to power 22.9 million households.</li> </ul> <p><b>What 1 billion liters of water savings looks like:</b></p> <ul style="list-style-type: none"> <li>• 400 Olympic sized pools</li> <li>• Enough to provide drinking water for the city of New York for 40 days, the city of Guangzhou for 24 days, the city of London for 38 days or the city of Paris for 146 days</li> </ul>
<p><b>Difference between 2007 study and LCA announced today:</b></p>	<p>The new LCA expands on previous groundbreaking environmental impact research LS&amp;Co. conducted in 2007 to better understand the impact of cotton cultivation and includes data from the world's primary cotton producing countries, including the United States, China, Brazil, India, Pakistan and Australia. It also analyzes consumer care data from new markets including China, France and the United Kingdom to understand the costs and benefits of differences in washing habits.</p>
<p><b>For more information:</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Online press room on LCA and consumer education campaign</a></li> <li>• <a href="#">"Are you Ready to Come Clean?" Quiz</a></li> <li>• Read more about the <a href="#">LCA</a> and <a href="#">consumer education campaign</a> on LS&amp;Co.'s blog, Unzipped</li> <li>• <a href="#">Water&lt;Less™ and other LS&amp;Co. water initiatives</a></li> <li>• <a href="http://www.levi.com/progress">www.levi.com/progress</a></li> </ul>

*\*If accessing the "Are You Ready to Come Clean?" Quiz outside of the U.S., please [use this link](#).*

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