



It's Got To Be G.O.T.S.

What Makes Our Dye So Special

There are an enormous variety of dyes, but they generally fall into just a few major categories of dye types.

1. Conventional Dyes – synthetic, chemical-based dyes used in most conventional clothing today.
2. Low-Impact Dyes – synthetic, chemical-based dyes designed to give the same color palette as conventional dyes without the use of certain chemical and metal compounds.
3. Natural Dyes – dyes made from herbs, fruits, teas, clays or other natural materials. These have limited color options.

Most organic clothing manufacturers these days use low-impact dyes, which can also be referred to as azo-free or fiber-reactive dyes. This is a category of synthetic, chemical-based dyes that are substantially better for you and for the environment than conventional dyes. Here's why:

- They have higher absorption rates into the clothing (greater than 70%), which means less chemical and grey water runoff into the environment.
- They don't include azo-dyes, a family of dye groups that contain toxic compounds ranging from chlorine bleach to known carcinogens such as aryl amines.
- They don't contain heavy metals.

Still, while low-impact dyes are better for the environment than conventional dyes, they aren't specifically good for the environment. Many people with multiple chemical sensitivities have reactions to low-impact dyes albeit less severe than to conventional dyes.

Going one small step further, some textiles are **Global Organic Textile Standards** (GOTS) certified. These certifications don't focus solely on the dye, but are end-to-end process and final textile safety certifications. -The dyes used in the final fabric must be at least as good as low-impact dyes and are specifically tested for skin-safety. GOTS in particular is becoming more and more widely used here in the USA.

