

Why Organic.....

- Organic cotton cultivation prohibits the use of toxic and persistent chemical pesticides and fertilizers, as well as genetically modified organisms.
- Growing organic cotton can actually replenish and maintains soil fertility, improving land quality and our planet in general.
- Organic cotton is good for the environment by using earth-friendly agricultural methods & practices and good for the farmers by keeping the soil and water protected & all.
- Each T-Shirt made from 100% organic cotton saves one-third pound of synthetic fertilizers and farm chemicals to be used for conventional cotton cultivation.
- The will to fight against the negative environmental impact of the conventional industry.
- To reap all the benefits of cotton's beauty, comfort and strength, while minimizing harm to people and the planet
- To recognize the need for sustainable existence.
- To unify the differences in a way that will provide meaningful protection to the environment, all workers from the fields to the factories, and to the health and well being of the consumer.

Why Consumers need to buy only Certified Organic Cotton Products....

- We are certified for Organic Cotton by CONTROL UNION.
- By only using certified Organic cotton, you can be assured of our process and product integrity.
- Certification is a system which sets standards, ensures the Organic standards are met and communicates compliance to consumers through appropriate labeling.
- Certified Organic Units are inspected regularly and these units maintain comprehensive records of their production method.

- There are many certifying companies in worldwide for Organic Cotton production but few for certifying from farming cotton processing to finished products.
- Positive story can be told to differentiate you from your competitors.