



THE CAMPAIGN FOR WOOL

10 Reasons to CHOOSE WOOL

- 1** **Pure** wool is 100% natural, 100% renewable, 100% sustainable, 100% biodegradable, if you love the planet - use more wool!
- 2** It is **warm** but it is **cool** too because it adapts to the wearer - that's why sheep are so snug and content!
- 3** Wool is **flame retardant** and will often self-extinguish. Fire-fighters like it because it produces less smoke and toxic fumes - making it a safer choice for the home.
- 4** **Strong and long lasting** - wool carpets and rugs can take lots of heavy wear and are known to look better for longer - quality always lasts!
- 5** **Sleep well** with a wool bed, pillow, duvet and blanket - scientific tests show that wool will create a sleep climate perfect for you... deeper sleep, lasting comfort and sweet dreams.
- 6** Wool has **hypoallergenic and anti-bacterial** properties - it makes the air that we breathe cleaner and better.
- 7** Wrap your babies in wool so they **breathe easy...** wool will keep them cosy and warm but not too hot as it cleverly changes to their temperature needs and is good for their skin.
- 8** **Insulate** with it, soundproof with it, wear it, walk on it, wrap things with it. The world's oldest renewable fibre is also the most versatile and modern.
- 9** **Sheep are amazing** - they graze peacefully, grow wonderful wool, we use it to make beautiful textiles and the whole process begins again... no depletion, just sustainable and sensible.
- 10** **Wool is smarter** than any other fibre - it travels a long way on its journey from the sheep to finished product but it never loses any of its remarkable qualities and it looks and feels fabulous too.

Follow The Campaign for Wool on Facebook and Instagram to join in with our events and to help spread the word.

#woolweek

#keepwarmwithwool

#whywoolmatters

#choosewool

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Find out Why Wool Matters here:

