

EARTH BREEZE

Concept: These People see the reality and believe in it, and they also believe it enough to make changes in there life.

Target: People 18 -35 who cares about planet

Insight: The more people use full detergent the more they are hurting the environment.

Tagline: Earth's only option

Credit: Typography by Jiaxi, Art Works by Everett



CLEAN UP YOUR ACT!

“Embrace **Earth Breeze** Eco sheets,
the zero waste way to tackle tough
stains and protect our **planet**. Join
the **green** laundry revolution. ”

Earth's Only Option

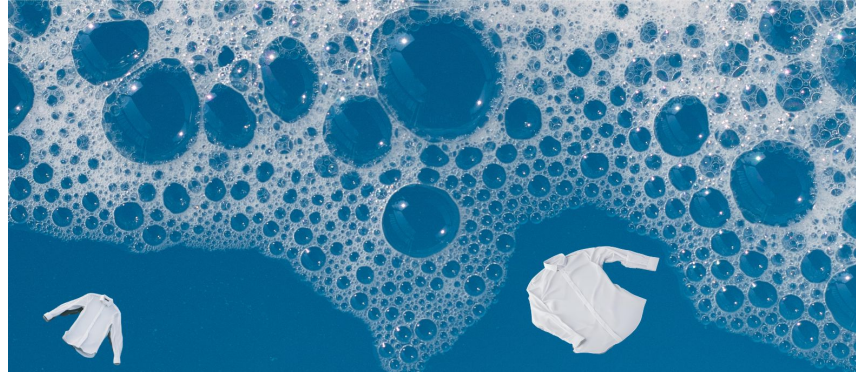
**earth
breeze**

LIVING IN HARMONY WITH **NATURE** NO MORE WASTE AT ALL

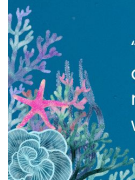
“ There are only about 6.5 million sea turtles left in the wild. Bags can cause intestinal blockage leaving them unable to feed, resulting in starvation. ”

Earth's Only Option

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REVIVING OUR WATERWAYS,
SAY GOODBYE TO HARMFUL
DETERGENT RESIDUES.



"Earth Breeze Sheets keep our waterways vibrant and clean, reducing harmful residues with every rinse. Support cleaner waterways with every wash."

Earth's Only Option



TRANSFORM OCEANS ONE BREEZE AT A TIME

“Switch to **Earth Breeze** and help our oceans with every wash. Our sheets dissolve fully, leaving oceans cleaner with every load.”



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WHY SHOULD WE BELIEVE IN PROTECTING ENVIRONMENT?

Truth or Doubt

"There's more plastic than fish. Up to 12 million tons: that's how much plastic we dump into the ocean every year. That equates to about 26 billion pounds per year, equivalent to more than 100,000 blue whales."

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TURNING BELIEF INTO ENVIRONMENTAL ACTION WORLD IS WASHER MASHINE



Spending time in nature is good for our mental health. If we don't take care of the planet, its climate and ecosystems, we will disrupt the way society functions and worsen our lives.