

Mercola introduces Organic Cotton Shirts

Mercola partners with MetaWear Organics to produce eco-friendly clothing line

Hoffman Estates, IL, November 29, 2017 – Always willing to provide high quality organic items that contribute to all aspects of one's well-being, Dr. Joseph Mercola has now partnered with MetaWear Organics, to produce an original line of organically based clothing. In true eco-fashion style, these "Dirt Shirts" are genuine GOTS (Global Organic Textile Standards) certified apparel that sources U.S. grown organic cotton.

With increasing global awareness of how much the clothing industry pollutes our environment (it's second only to the oil industry), a social conscious community is now focusing on organic clothing. Dr. Mercola is proud to be helping revolutionize the textile industry and supporting regenerative agriculture.

Designed by the original "green fashionista" Marci Zaroff with a commitment to ethical production, certified organic fibers and renewable energy, Dr. Mercola's Organic Dirt Shirt is "made in the USA," GOTS-certified "farm to finish fashion" clothing.

The Organic Dirt Shirt goes against everything cheap fashion stands for. These high quality organic cotton T-shirts are made without genetically engineered cotton and the hazardous herbicides that go with them as well as dangerous microfibers that can threaten waterways and marine life. MetaWear's screen-printing process uses seaweed-based dye instead of chemicals. Their factory in Virginia uses geothermal and solar energy.

"It feels great, I can tell you," Mercola said, "it looks good from the perspective of knowing that you're doing the right thing not only for yourself and limiting the exposure to these toxic chemicals that most of us have in our clothing but also for the farmers who are growing this and the environment because it's all sustainable."

Being strong social advocates, both partners are donating all profits generated from the sale of these shirts to the **Care What You Wear Campaign**. This campaign benefits the regenerative agriculture movement through non-profit organizations like the Organic Consumers Association.

About Dr. Mercola and Mercola.com:

Dr. Joseph Mercola is a physician and three-time *New York Times* best-selling author. He was voted the 2009 Ultimate Wellness Game Changer by the Huffington Post and has been featured in several national media outlets including *Time* magazine, *LA Times*, CNN, Fox News, ABC News, the Today Show, and The Dr. Oz Show. Dr. Mercola founded his website, Mercola.com, in 1997 and it has since become the world's #1 natural health resource site – with over one million subscribers to its natural health e-Newsletter.