

# Mercola Introduces Organic Clothing Line

*Mercola partners with Marci Zaroff Sustainable Brands to produce eco-friendly, organic apparel*

**Hoffman Estates, IL, December 28, 2017 – Dr. Joseph Mercola’s philosophy and mission** is to educate consumers to take control of their health and help protect against environmental toxins that can affect it. The clothes you wear can be a source of toxins often found in clothing – pesticides, fire retardants, endocrine disruptors, heavy metals or plasticizers that can be absorbed into the body through the skin via contact with clothing.

Consequently, Mercola **has partnered with the original “green fashionista”** Marci Zaroff, founder of Sustainable Brands **to produce an original line of organic clothing** and other essentials to address and eliminate these health concerns. Sustainable Brands GOTS- (Global Organic Textile Standards) certified “farm to finish fashion” clothing line is fully commitment to ethical production, certified organic fibers and renewable energy. SITO describes the mission perfectly, that is, Soil, Integrity, Textile, and Organic.

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 both here and abroad.

To source this line with social and environmental consciousness, the plight of the Indian farmer was brought to both organizations’ attention. Intense weather, toxic pesticides, and finances have all taken a devastating physical toll on the cotton farmers of India. Through technology, regeneration and a dose of compassion, Indian organic cotton farmers are resurging.

Mercola’s Organic Clothing goes against all that cheap “fast” fashion stands for. These high-quality clothes are made without genetically engineered cotton and any hazardous contaminants that go with them as well as dangerous microfibers that can threaten waterways and marine life.

“One of the dangers or concerns of using synthetics is the creation of microfibers which are showing up increasingly in the oceans and our waterways and in our environment,” Mercola stated, “because microfiber is a toxin, and it’s getting worse unless people decide to switch to organic cotton clothing.”

Organic GOTS-certified clothing not only eliminates exposure to much of the toxic contaminants found in today’s clothing, but also helps protect our environment. The extensive line is simple, yet fashionable and makes a perfect complement to a healthy lifestyle. Visit [shop.mercola.com](http://shop.mercola.com) to view the complete line.

## **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.