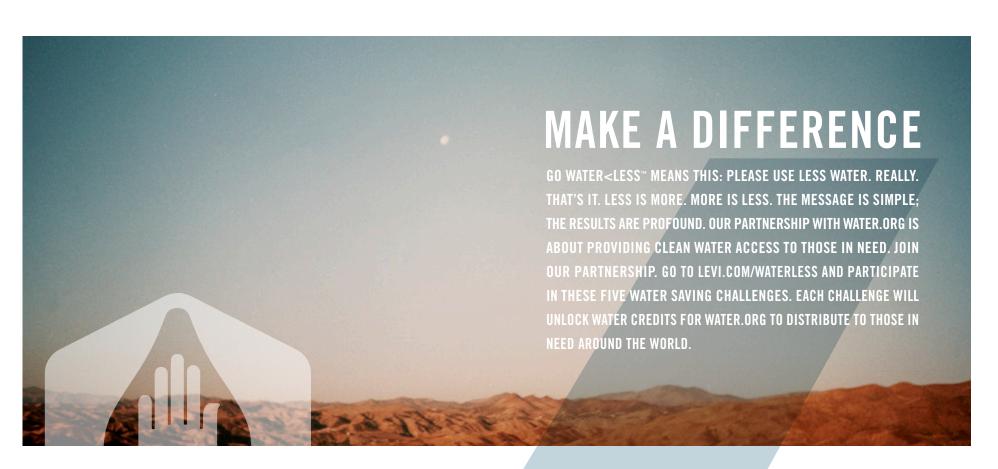
A GUIDE FOR LIVING





DIRTY IS THE NEW CLEAN

CAN WE AGREE TO WASH OUR JEANS EVERY TWO WEEKS, INSTEAD OF ONE? THAT'S THE EQUIVALENT TO EIGHT DAYS OF CLEAN DRINKING WATER FOR A SINGLE PERSON.

WHEN YOU PUT IT THAT WAY, LET'S GET DIRTY

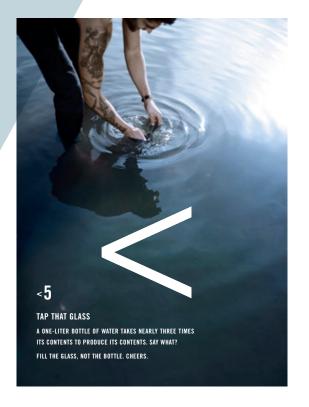
KILL TWO BIRDS WITH ONE STONE

BATHE WEARING YOUR JEANS AND HANG THEM OUT TO DRY. WASHING YOUR LEVI'S" JEANS USES MORE THAN 21 LITERS OF WATER, HECK. BRING IN THE PLANTS FOR WATERING WHILE YOU'RE AT IT.

DON'T BE AFRAID TO MULTITASK AND DON'T KILL BIRDS.

IF IT'S YELLOW, LET IT MELLOW

IF EVERYONE IN THE UNITED STATES FLUSHED THE TOILET JUST ONE LESS TIME PER DAY, WE COULD SAVE A LAKE FULL OF WATER ABOUT A MILE LONG, A MILE WIDE, AND FOUR FEET DEEP EVERY DAY. DONE AND DONE.



A BILLION PEOPLE CURRENTLY LACK ACCESS TO CLEAN DRINKING WATER



OF WATER, YOU'LL SACRIFICE A FEW MINUTES OF WARMTH FOR

A WHOLF LOT OF GOOD.







LEVI STRAUSS & CO. AND WATER.ORG HAVE JOINED FORCES. TOGETHER WE TRAVELED TO A SMALL VILLAGE IN ETHIOPIA TO FACILITATE ACCESS TO CLEAN DRINKING WATER. THIS VILLAGE REPRESENTS SO MANY OTHERS AROUND THE WORLD FACING SIMILAR WATER ACCESS AND SHORTAGE ISSUES ON A DAILY BASIS. MANY PEOPLE IN UNDERDEVELOPED COUNTRIES SPEND A LARGE PART OF THE DAY WALKING TO COLLECT WATER—TAKING TIME AWAY FROM WORK. EDUCATION AND TIME WITH FAMILY. Levis 🔀



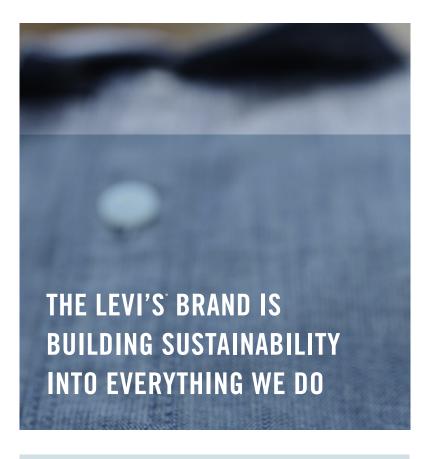




- > REMOVING WATER FROM THE STONE WASH
- > REDUCING THE NUMBER OF WASHING MACHINE
 CYCLES BY COMBINING MULTIPLE WET CYCLE
 PROCESSES INTO A SINGLE PROCESS
- > INCORPORATING OZONE PROCESSING INTO THE GARMENT WASHING



THE LEVI'S BRAND COMPLETELY RE-IMAGINED ITS DENIM FINISHING PROCESS IN ORDER TO SAVE WATER



LEVI'S" WATER<LESS" PRODUCTS REDUCE WATER USE IN THE FINISHING PROCESS BY UP TO 96% FOR SOME STYLES. SO FAR, WE'VE MADE MORE THAN 13 MILLION WATER<LESS" PRODUCTS, SAVING OVER 172 MILLION LITERS OF WATER. AND, THAT'S JUST THE BEGINNING. MORE AND MORE OF OUR PRODUCTS ARE BECOMING WATER<LESS". THIS IS JUST ONE OF THE WAYS IN WHICH WE ARE USING LESS AND GIVING MORE.



HEAVY ON STYLE, LIGHT ON WATER

IN THE END, WE'VE CREATED THE SAM

