

# A GUIDE FOR LIVING

## MAKE A DIFFERENCE

GO WATER<LESS™ MEANS THIS: PLEASE USE LESS WATER. REALLY. THAT'S IT. LESS IS MORE. MORE IS LESS. THE MESSAGE IS SIMPLE; THE RESULTS ARE PROFOUND. OUR PARTNERSHIP WITH WATER.ORG IS ABOUT PROVIDING CLEAN WATER ACCESS TO THOSE IN NEED. JOIN OUR PARTNERSHIP. GO TO [LEVI.COM/WATERLESS](http://LEVI.COM/WATERLESS) AND PARTICIPATE IN THESE FIVE WATER SAVING CHALLENGES. EACH CHALLENGE WILL UNLOCK WATER CREDITS FOR WATER.ORG TO DISTRIBUTE TO THOSE IN NEED AROUND THE WORLD.



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### TAKE A TWO-ACT SHOWER WITH AN INTERMISSION

SHAVE A FEW MINUTES OFF YOUR SHOWER BY CUTTING OFF THE WATER MIDSTREAM. USE THE TIME TO SOAP UP, SHAVE AND CONSERVE; A 7-MINUTE SHOWER USES ABOUT 30 LITERS OF WATER. YOU'LL SACRIFICE A FEW MINUTES OF WARMTH FOR A WHOLE LOT OF GOOD.

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### 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.

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### 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.

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### 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.



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### TAP THAT GLASS

A ONE-LITER BOTTLE OF WATER TAKES NEARLY THREE TIMES ITS CONTENTS TO PRODUCE ITS CONTENTS. SAY WHAT? FILL THE GLASS, NOT THE BOTTLE. CHEERS.

## A BILLION PEOPLE CURRENTLY LACK ACCESS TO CLEAN DRINKING WATER



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.



# GO WATER<LESS



A GUIDE FOR USING LESS  
AND GIVING MORE



THE LEVI'S® BRAND IS  
BUILDING SUSTAINABILITY  
INTO EVERYTHING WE DO

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.

WE COMPLETELY RE-IMAGINED OUR FINISHING PROCESS,  
RESULTING IN DENIM WITH AN AMAZING FINISH, MUCH LIKE  
THAT OF A PAIR OF JEANS YOU'VE BEEN WEARING FOREVER.  
THE FIXES WERE SIMPLE, YET PROFOUND. LIKE:

- > 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



HEAVY ON STYLE,  
LIGHT ON WATER

IN THE END, WE'VE CREATED THE SAME  
GREAT PRODUCT WITH A LOT LESS WATER.



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

