

# LEAF London Launches New Swimwear Line to Help Save the Ocean

Submitted by: LEAF London

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## PLASTIC IS CHOKING OUR OCEAN - AND WE HAVE TO ACT QUICK

You may have heard about the plastic crisis facing our planet, but do you really know what the direct impact of our plastic-dumping activities as modern humans really is?

Every year, 8 million metric tonnes of plastic ends up in the ocean, 236,000 of which are 'micro-plastics', tiny fragments of broken down plastic. If that doesn't quite shock you enough, that's the equivalent of one garbage truck's worth of plastic every minute. By the year 2050 (by weight), there will be more plastic in our oceans, than there are fish.

Many marine organisms and species mistake plastic for food - such as turtles, who often mistake plastic for jellyfish, these animals can not digest the plastic, and so end up starving as a result of it filling their stomachs. Coral reefs, which make up home around 25% of the ocean's sea life, have an 89% chance of becoming diseased after coming into contact with plastic - destroying the natural habit of much marine life.

Our plastic-dumping habits also affect the food we choose to digest. As many fish that are consumed by humans, such as tuna, and trout ingest plastic fibres, we can also end up digesting these toxic particles, affecting our own health.

## THE PROMISE

LEAF London are a start-up with a mission to help relieve the ocean of it's most pivotal issues, and raise money towards ongoing research into global plastic pollution.

Leaf London's aim and mission, is to:

INFLUENCE and inspire others to live an eco-friendly and sustainable lifestyle, ENCOURAGE other companies and individuals to take steps to becoming more plastic-conscious SUPPORT a local UK charity in their mission for marine research and conservation and INFORM others of what the problems facing our oceans really are

In order to do this, LEAF London have ensured the following promise:

- There will be ZERO use of single use plastic in their processes
- There will be ZERO plastic used in their packaging and shipping methods
- £1 of EVERY sale made will be donated to Just One Ocean, a UK based marine conservation and research charity with a mission to raise awareness for the critical issues facing the health and well-being of our oceans
- Costumes will be made with recycled polyester – branching out into a Luxe organic bamboo range in the near future.
- LEAF will actively inform others of these issues on a regular basis, via social sharing, social media posts, blogs, events, fundraising activities and ethical marketing practices.

## JUST ONE OCEAN

Just One Ocean are a Marine Conservation charity in the UK, first started by marine diver and photographer David Jones in 2014. Jones had spent many years underwater, and had seen the problems that face our oceans first-hand, and had always been passionate about helping with it's preservation. As an ocean activist, Jones' first joined the Plastic Oceans Group upon it's formation in 2009, exposing him to even further issues, which prompted him to start Just One Ocean, to focus not just on plastic pollution, but to threats to our ocean as a whole.

The Just One Ocean website sites the main threats facing our oceans as follows:

- Plastic Pollution
- Marine Animal Captivity
- Overfishing
- Habitat Destruction
- Whaling
- and Shark Finning

Each pound of LEAF's sales that goes to Just One Ocean, goes to the prevention and awareness of these causes, marine conservation in all forms, and ongoing global marine research which is pivotal to learning more about these crisis', and ways in which we can prevent and conserve looking forward.

LEAF London will launch on 08/02/2019

On their Website [www.leafldn.com](http://www.leafldn.com)

For more information, LEAF London can be contacted at the following email:

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LEAF Can also be found on social media via the following links:

<https://www.instagram.com/leaf.london/>

<https://www.facebook.com/leaflondonswimwear>

<https://twitter.com/leafswimwear>

LEAF may issue a custom 15% off code for publications that would be interested in this. LEAF are also open to providing gifts for competitions if relevant to our cause.