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WHAT IS REALLY IN YOUR CLOTHES?

Check fabric, treatments and evidence before you buy

READ
THE LABEL

CHECK
THE MATERIALS

LOOK FOR
TREATMENTS

CHECK
THE EVIDENCE

CONSIDER
DURABILITY

MAKE AN
INFORMED CHOICE

AN APP SCORE IS NOT A LABORATORY TEST — MISSING PRODUCT DATA MEANS MISSING ANSWERS

FABRIC COMPOSITION

- ☐ Check the fibre percentages on label or product page
- ☐ Identify synthetic fibres (polyester, nylon, acrylic, elastane)
- ☐ Identify natural fibres (cotton, wool, linen, silk)
- ☐ Check outer, lining and filling separately where relevant

TREATMENTS

- ☐ Look for waterproofing or water-resistance claims
- ☐ Look for stain-resistance treatment
- ☐ Look for odour-control claims
- ☐ Check for a specific PFAS or PFC statement

EVIDENCE

- ☐ Look for recognised certification (GOTS, OEKO-TEX, bluesign)
- ☐ Check whether the claim is independently verified
- ☐ Read the methodology behind any sustainability score
- ☐ Distinguish confirmed facts from app estimates

DURABILITY

- ☐ Check expected use and care requirements
- ☐ Check whether the garment can be repaired
- ☐ Consider likely lifespan and frequency of use
- ☐ Check washing method — affects microfibre release

SUSTAINABILITY CLAIMS

- ☐ Review recycled-content evidence — independently verified?
- ☐ Check supply-chain or origin information
- ☐ Look for take-back, repair or recycling options
- ☐ Avoid acting on vague terms: eco, conscious, natural

PRIVACY WHEN USING AN APP

- ☐ Crop screenshots — remove personal information first
- ☐ Remove names, addresses and order numbers
- ☐ Avoid photographing other people unnecessarily
- ☐ Review app permissions — limit to what is required

FINAL DECISION

- ☐ Does the product suit its intended purpose?
- ☐ Is the information complete enough to decide?
- ☐ Are the concerns confirmed or only possible?
- ☐ Will the garment be used enough to justify buying?

WARNING SIGNS

- ☐ App claims lab-level certainty from a photograph
- ☐ Score methodology is not explained
- ☐ No fabric percentages provided
- ☐ Recommendations are undisclosed advertising
- ☐ Retailer uses 'PFAS-free' without evidence
- ☐ App makes medical claims about a garment

A SCORE CAN SIMPLIFY INFORMATION — IT CANNOT TURN INCOMPLETE INFORMATION INTO CERTAINTY.



