

IT'S TIME TO KICK BUTTS

10 FACTS ABOUT THE #1 FORM OF PLASTIC LITTER FOUND AT BEACH CLEAN-UPS WORLDWIDE

#1

850,000 TONNES OF BUTTS ARE LITTERED EVERY YEAR

That's the equivalent weight of forty Statue of Libertys.



#2

30% OF ALL LITTER COLLECTIONS ARE CIGARETTE BUTTS

They are the #1 form of plastic found at beach clean-ups worldwide.



#3

EACH BUTT CONTAINS 12,000 STRANDS OF PLASTIC

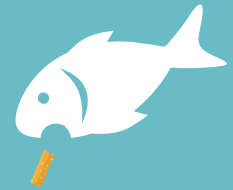
It's not cotton, nor is it biodegradable.



#4

THEY TAKE 10-15 YEARS TO BREAKDOWN IN THE OCEAN

Becoming another form of harmful plastic eaten by fish.



#5

THESE TEENY TINY BUTTS CONTAIN MORE THAN 7000 CHEMICALS

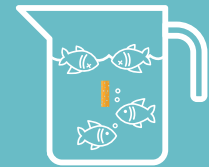
Including arsenic, a chemical formerly used as rat poison.



#6

IN ONE LITRE OF WATER, EVEN ONE CIGARETTE BUTT IS TOXIC TO FISH

A recent study found that leached toxins from butts kill half of all fish exposed.



#7

65% OF ALL SMOKERS DISPOSE OF THEIR BUTTS IMPROPERLY

According to a 2009 American study that observed smokers' habits.



#8

THE PRESENCE OF ASH RECEPTACLES REDUCED LITTERING BY 9%

In the same study, litterers were an average 10m away from an ashtray.



#9

A REDUCTION OF LITTER REDUCES THE CHANCES OF FUTURE LITTERING

Clean promotes clean. Littering is a contagious human behaviour.



#10

YOU CAN HELP REVERSE THE PROBLEM. THINK, TALK AND TAKE ACTION

Sharing this infographic would be a great start. Let's have the discussion.



#KICKOUTPLASTIC



SOURCES

OCEAN CONSERVANCY
U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION
KEEP AMERICA BEAUTIFUL
NEW SCIENTIST MAGAZINE
ALLIANCE FOR THE GREAT LAKES
WHOSE BUTT IS IT? ELIZABETH A SMITH & THOMAS E NOVOTNY.