



**soft • sustainable • smart**

**Made from naturally grown Bamboo and organic cotton. Cooler than cotton and softer than silk.**

**Environmentally pure with no pesticides used in the production of this product.**



**[www.windwardapparel.com](http://www.windwardapparel.com)**

# **bamboo t-shirt**

70% bamboo, 30% organic cotton. Great fit. Softer than your softest cotton shirt. People are going to touch you. Wicks moisture. Anti-microbial. Made from the fastest growing plant on earth. You're going to love this shirt. Really.

## **About Bamboo**

*"If you don't want to be touched all the time, don't mention it's bamboo."*

## **Benefits**

The benefits of bamboo are abundant. Because bamboo grows so quickly, it is a resource that is not only sustainable, but also gives back to the environment. Beyond the environment, there are many benefits for the people wearing **bamboo t-shirts**. You can feel good about yourself when you wear a **bamboo t-shirt**. You can paint a smile on your face just knowing the material you are wearing is fed by rain. Just rain. Little drops from the sky. Your shirt didn't need to be bathed with water resources we can't afford. It wasn't saturated with pesticides or fertilizers. It grew naturally, with the sun, the rain, the stars and the moon.

You won't smell. Bamboo has anti-bacterial properties which inhibit body odour. **Bamboo t-shirts** wick away moisture and have double the absorbency of cotton. When you wear a **bamboo t-shirt**, you stay dry, and your aromas are pulled away from your body and released into the air.

**But bamboo is wood. How is this going to be comfortable to wear as clothing?**

The wood is pulverized to separate the natural fibers and the resulting fabric is soft, even softer than cotton. It's silky. There's no roughness to it at all. In

fact, the material has been compared to a silk/cashmere blend. **Bamboo t-shirts** feel smooth against your body and move with you beautifully. They move so well and feel so good that you may be inspired to belly dance, which could work up a sweat. But have no worries bamboo clothing is similar to wool in that it stays two to three degrees cooler than cotton in hot weather. It is physically cooler to the touch than cotton. How great is that? This magic fabric also keeps you warmer than cotton in cooler weather.

So now you know why you've made a smart decision in purchasing bamboo clothing. Give yourself a pat on the back. But what is this plant? Why is it such a wonderful substance?

First, because bamboo grows fast; it is the fastest growing plant on earth. It grows two inches per hour! You can sit there and watch bamboo grow during your lunch break.

And bamboo grows everywhere--it can grow at sea level all the way up to 12,000 feet, where the air is thinner but the views are great (which is why perhaps it makes the effort). There are more than 1,500 species of bamboo. It grows on every continent. It likes it wet or dry; bamboo can handle from 30-250 inches of annual rainfall, which is more than we can say for ourselves. The only places it doesn't grow are the North and South Poles, and we don't blame it. It's not so pretty out there, and a little chilly.

Bamboo stalks mature in just three to five years. They don't fight or argue with each other--they just reach up to grab the sun. What a nice way of looking at life. Most commercial tree species take 25-70 years to mature, which causes a bit of a problem--it's hard to replenish them at the same rate we cut them down. We need and love our trees not just for shade and beauty, but for the life-giving oxygen they release. Which is another reason to love bamboo clothing. A bamboo grove releases 35% more oxygen than the same size stand of trees. That's more air for us to breathe!

Another reason to love bamboo: It grows an amazing root system. Those little feelers reach out into the soil to help prevent erosion. Imagine a net under the soil, holding everything in place. When heavy rains pour down, the roots are like a mother with a newborn; they don't let go. (In places where clear-cutting has been practiced and which don't have strong root

systems, the soil is washed away-causing catastrophe and landslides.) In fact, bamboo keeps twice as much water in the watershed than commercial trees, often eliminating the need for irrigation and sprinkler systems. So plant a bamboo tree and make the soil happy, make the earth happy. Make yourself happy because that's the most important thing in life.

Bamboo might be thought of as an environmental healer of sorts. It's not afraid of scarred or deformed landscapes and it can be grown on damaged soil. Overgrazed by cows, sheep or goats? Plant some bamboo. It'll bring back the soil. It will produce a crop every single year. Just one 'clump' of bamboo can produce over 200 poles. If you harvest the bamboo with love and affection, the roots not only live, they sprout new shoots again and again. The topsoil stays intact and the land is happy.

## **Facts**

Bamboo likes to dance. When earthquakes hit, bamboo buildings sway with the rhythm and remain intact while their wooden neighbours are shattered. Following an earthquake in 1992 in Limon, Costa Rica, for instance, virtually all the houses were destroyed except for the bamboo ones. In Costa Rica, 1000 houses are built annually from just 60 hectares of plantation. Keep in mind, the wood we usually use would take 500 hectares just to build the same number of houses.

Bamboo also makes great furniture and flooring.

Not only is bamboo the fastest growing plant, but it's strong. Bamboo is winning a lot of heavyweight titles. It's stronger than oak; it can kick oak's butt. It's the most durable hardwood. If you throw a little lamination on it, bamboo is almost as strong as soft steel. It can withstand 52,000 pounds of pressure per square inch.

But bamboo isn't just some tough, aggressive wood. Bamboo also has a softer side. Its shoots provide nutrition for millions worldwide. The Taiwanese, for example, eat 80,000 tons of bamboo shoots annually. The shoots also nourish lots of animals, including elephants and pandas.

Bamboo is also a healer and an entertainer. Tabasheer-the hardened secretion from bamboo-treats asthma and coughs. The root of the black bamboo treats kidney disease. Roots and leaves treat venereal diseases and

cancer. Water from within the culm treats broken bones. Bamboo can be made into musical instruments. There are a million uses for bamboo. In China bamboo is known as 'a friend of the people.' Bamboo is our friend, too.

## **History**

Poems and paintings have exalted bamboo for centuries. We can't think of any ourselves, but just think: bamboo rhymes with moo and canoe.

History dates bamboo use back to 2nd century BC. Think Roman conquerors, with their breast plates and fierce fighting; and poets writing words we may never understand on bamboo strips.

A little closer to our own time, Thomas Edison used bamboo as a reinforcement for his swimming pool. But really, that's not what all the excitement's about. He used carbonized bamboo filament in his experiment with the light bulb, which is still burning in the Smithsonian Museum to this very day. Another famous inventor, Alexander Graham Bell, used bamboo for the first phonograph needle.

In one of the sadder places in history was the atomic blast in Hiroshima. However on a more positive note, Bamboo was the first plant to re-grow.



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