

MEDIA RELEASE

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Your dollar is your vote, make it count

Do you know how your clothes were made, if your shampoo was tested on animals or whether the chocolate you eat keeps a farmer in poverty?

As individuals, it's impossible for us to keep tabs on the companies behind the brands we love and what they're doing – or not doing – to create the kind of world we want to live in. With the many purchases we make every day, it's easy to unwittingly support companies that don't align with our social and environmental values.

But fortunately, there's a quick and easy way to make an informed decision about where your money goes.

'Shop Ethical!' is a handy pocket-sized guide designed to help you match your shopping habits with your social and environmental values by rating popular companies from A to F. It's the ideal size to keep in your bag for quick reference every time you shop for food, drinks, personal care items, cleaning products, clothing, electronics and more.

'Shop Ethical!' has sold over 130,000 copies and the completely updated ninth edition has just been published.

"We're so pleased to be launching the ninth edition of our pocket guide and helping people to start or continue on their ethical shopping journey," said Nick Ray, Co-founder of Shop Ethical!

"Ethical consumerism has come a long way since we started Shop Ethical! over 10 years ago. People are now more conscious about what they buy and which companies they support. Our guide helps makes that decision-making process easier."

In this revised edition you will find information to empower you to make the best possible choices at the supermarket and beyond.

This includes:

- A comprehensive aisle-by-aisle list of products and brands found in the supermarket (plus liquor) with company and parent company information
- Rating overview showing the areas a company has received praise or criticism in
- Easy-to-use icons to clearly identify company ratings, Australian ownership, and outstanding products
- 'Be an ethical shopper' 12-step action calendar
- Five principles to guide a more sustainable purchase
- Easy-to-use contents page, index page, and colour-coded categories
- Bonus sections on clothing, electronics and retail

'Shop Ethical!' also contains information addressing issues such as plastic waste, food miles, palm oil, overfishing, animal welfare, child labour, genetic engineering, multinational ownership, tax justice and packaging.

The 9th edition of 'Shop Ethical!' is now available for pre-order at ethical.org.au/shop.

'Shop Ethical!' is also available as an app on the App Store and Google Play.

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PRODUCT IMAGES:

Available at the [MEDIA KIT](#) page.

ABOUT THE SHOP ETHICAL! GUIDE:

Find out more at www.ethical.org.au/theguide

ABOUT SHOP ETHICAL!:

Shop Ethical! is an initiative of the Ethical Consumer Group – a community-based, not-for-profit network set up to facilitate more sustainable purchasing practices for the everyday consumer. To find out more visit ethical.org.au