

Best Non iron Shirt

FR3ND  
MERINO SHIRTS



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# COTTON SHIRTS

A freshly ironed cotton shirt looks great, until you put it on and start going about your daily routine. Within minutes, the cotton creases and by the time you get to work, the shirt has totally lost the crisp, sharp appearance it had when you buttoned it up.

To make a cotton shirt crease resistant, the fabric is treated with chemicals that are harmful to the planet and potentially to you too. One of these chemicals is Formaldehyde and this stiffens the fibres to help them stay more rigid. These chemicals are applied to the fibres that sit directly next to your skin and while there isn't any studies concluding what harm these chemicals could possibly do to the wearer, ask yourself this "Would you still buy a shirt coated with Formaldehyde if you knew this chemical was added and sits next to your skin for several hours every day"?

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# POLYESTER/COTTON SHIRTS

The alternative to Cotton is to buy a shirt blended with a synthetic fibre such as polyester. The polyester helps maintain a crease free finish and reduces the need to iron it, however polyester is the problem here.

Polyester is a man-made fibre produced from petrol chemicals, so again, you have to ask yourself, “How comfortable are you wearing oil directly next to the skin?”

This is only one issue with polyester, however there are several others to consider which are highlighted below.

Polyester loves and breeds bacteria so your shirt will start to smell unless it is treated with additional toxic chemical.



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# OUR MERINO SHIRTS

Merino wool is 100% natural and only a small amount of water and grass is needed to grow the wool. When the shirt is buried in a landfill at the end of its life, the shirt will naturally degrade within months and the fibres released will feed the soil with key nutrients.

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