




Keep your **Smart Shopper Card** in your wallet or give it to a friend and tell them the choices they make could help endangered species around the world.
Instructions: Cut wallet card out along outer line. Fold in half along long central line. Fold accordion-style along shorter lines with snow leopard on front panel.

<p>Shopping and Endangered Species</p> <p><i>What does a notebook have to do with tigers?</i> Every product we buy is connected to the environment. Some products, such as traditional medicines made from tiger bone or rhino horn, directly threaten endangered species. Other products, such as paper made from rain forest wood, affect the habitats of endangered species.</p> <p>Become a smart shopper! Use this guide to help protect endangered species with every trip to the store.</p>  <p>© 2005 World Wildlife Fund. All rights reserved.</p> <p>Created by InquiryLearn for World Wildlife Fund.</p>	<p>Smart Shoppers Ask...</p> <ul style="list-style-type: none"> • What is this product made of? • Was it grown and harvested with minimal harm to the environment? • How far was it transported to get to me? • Is there more packaging than necessary? • Is it made from recycled materials? • Can it be recycled after use? • Does it have a label making some kind of eco-claim? Is that claim valid? (Check out eco-labels.org for reliable information about labels.) • Is it being sold legally? (It is illegal to sell endangered species or their body parts. Check cites.org to find out more.) 	<p>Buyer Beware Watch List</p> <p><i>Products to Avoid When You Travel</i></p> <ul style="list-style-type: none"> ✓ • all sea turtle products ✓ • ivory, raw and carved ✓ • fur from tigers, most spotted cats, seals, polar bears, and sea otters ✓ • live monkeys or apes ✓ • most live birds, including parrots, macaws, cockatoos, and finches ✓ • wild bird feathers and mounted birds ✓ • some live snakes, turtles, crocodiles, and lizards ✓ • certain leather products made from caimans, crocodiles, lizards, and snakes ✓ • some corals, coral products, and shells ✓ • some orchids, cacti, and cycads ✓ • medicinals made from rhino, tiger, or Asiatic black bear <p>Find out more! • worldwildlife.org/buyerbeware/index.cfm • worldwildlife.org/consumer/pf.cfm</p>	 <p>WWF Wallet Wonder</p> <p>THE SMART SHOPPER'S GUIDE: PROTECTING ENDANGERED SPECIES</p>  <p>SMART SHOPPING TIPS That Make a Difference!</p>
<p>WILDLIFE AT THE GROCERY</p> <p>Protect gorillas, whales, river dolphins, and more!</p> <ul style="list-style-type: none"> • Choose products with minimal packaging and take reusable bags to the store. • Buy organically-grown fruits, vegetables, and cotton products. Look for foods grown locally whenever you can. • Avoid products that contain toxic chemicals and high levels of phosphates. • Buy less! Consumption of natural resources is one of the top threats to endangered species around the world, leading to habitat destruction and climate change. <p>Find out more! • panda.org/how_you_can_help/at_home/index.cfm • epa.gov/epaoswer/education/mad.htm</p>	<p>WILDLIFE AT THE PAPER STORE</p> <p>Protect forest species like orangutans, jaguars, and macaws!</p> <ul style="list-style-type: none"> • Look for school notebooks and other paper products made from recycled paper with a high post-consumer waste content (50% or more). Or buy paper carrying the Forest Stewardship Council (FSC) label. • Use chlorine-free paper or processed chlorine-free (PCF) paper, which contains only limited traces of chlorine and uses 100% recycled materials. • Avoid trips to the paper store by reusing paper when you can. And always recycle! <p>Find out more! • worldwildlife.org/consumer/pf.cfm • fscs.org/paper</p>	<p>WILDLIFE AT THE PHARMACY</p> <p>Protect tigers, bears, rhinos, and more!</p> <ul style="list-style-type: none"> • Avoid traditional medicines that are made from parts of protected animals like rhinos, Saiga antelopes, tigers, leopards, musk deer, bears, and green sea turtles. • Avoid perfumes made from real (not synthetic) musk. • If you buy herbal medicines, ask for evidence that the herbs were collected sustainably or were cultivated. Some herbs, like ginseng, are endangered in the wild, but are sustainably cultivated for use in medicines. <p>Find out more! • worldwildlife.org/trade/tcm.cfm • worldwildlife.org/buyerbeware/pharmacy.cfm</p>	<p>WILDLIFE AT THE LUMBER YARD</p> <p>Protect forest species like gibbons, elephants, and toucans!</p> <ul style="list-style-type: none"> • When you can, buy wood products carrying the Forest Stewardship Council (FSC) label. The label indicates that the product comes from a responsibly-managed forest. • Look for sustainable alternatives to wood products, such as cork and bamboo. Cork is harvested from live cork oak trees and bamboo can be sustainably harvested because of its rapid growth. • Buy recycled building materials, such as plastic lumber. Some companies are now making plastic lumber from old bottles. Many plastic lumber can also be recycled. <p>Find out more! • worldwildlife.org/consumer/pf.cfm</p>