

## VICTORIA'S DIRTY SECRET CAMPAIGN

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Some companies get a tree for the holidays.  
Victoria's Secret is taking a whole forest.



Every day, Victoria's Secret mails more than a million catalogs—most of which are printed on paper that comes from Endangered Forests, not recycled fiber.

To you, all those catalogs are probably annoying. To the environment, they've been devastating.

For example, 25% of that paper comes from North America's Great Boreal Forest. The Boreal is a vital line of defense against climate change—and it's being logged at a rate of two acres per minute, 24 hours a day.

The worst part is this: the destruction is completely unnecessary. Major catalog companies like Williams-Sonoma, Dell and Norm Thompson Outfitters have proven that. They've found that it's possible—and economically feasible—to make significant improvements to the environmental quality of their paper.

Even Victoria's Secret knows it's possible. Because of our campaign, they've switched to recycled paper for all of their clearance catalogs. Unfortunately, that's less than 10% of their catalog production—leaving 900,000 catalogs a day still printed on paper that's destroying our forests.

So we'll keep exposing Victoria's Dirty Secret—and you can help. Go to [www.VictoriaDirtySecret.net](http://www.VictoriaDirtySecret.net) and send Victoria's Secret CEO Leslie Wexner a fax. Tell him that taking down an entire forest for the holidays just isn't very merry.

**FOREST ETHICS**

Because protecting forests is everyone's business - ONE MIGHT STREET - SAN FRANCISCO, CALIFORNIA 94102 - 1.800.725.0087 - [www.ForestEthics.org](http://www.ForestEthics.org)

**October 28th, 2005**

### ***New York Times Ad Escalates Environmental Campaign Against Victoria's Secret***

San Francisco – An advertisement in today's *The New York Times* intensified the pressure against Victoria's Secret for continuing to print 395 million catalogs annually, predominately on paper that is made directly from forests. The ad is the second that ForestEthics has run in the Times this year. Like the first ad, the new ad features a lingerie-clad model holding a cartoon chainsaw.

**October 14th, 2005**

### ***Protest Against Victoria's Secret Hits Home***

### ***Float in OSU's Homecoming Parade Protests Victoria's Secret's Destructive Practices***

Columbus, OH – At today's OSU homecoming parade, a float sponsored by OSU Free the Planet generated quite a bit of curiosity. Why were activists, dressed as angels, pretending to cut down forests? To those in the know -- including employees of Columbus-based Limited Brands, parent company of Victoria's Secret -- the message was clear. Those "forest angels" were the latest protest in an ongoing campaign against Victoria's Secret, which prints one million catalogs a day, mostly on paper that comes from Endangered Forests.