

# LINEN . EARTH-FRIENDLY . MAN-FRIENDLY .

Linen is a completely natural resource – perhaps the most ecologically sound fabric of all.

It is biodegradable and recyclable.

The production of linen fabric uses 5 to 20 times less water and energy than the production of cotton or other synthetic fabrics.



Linen reduces gamma radiation nearly by half and protects the human organism against solar radiation.

Wearing linen clothes helps to get rid of skin diseases – from common rash to chronic eczemas.

Linen is effective in dealing with inflammatory conditions, reducing fever and regulating air ventilation, and is also helpful in the treatment of some neurological ailments.

Linen is helpful in treating a number of allergic disorders.

# BENEFITS OF LINEN.



## Linen is for Longevity.

Linen is the strongest natural fabric known to man. It does not stretch and is resistant to damage from abrasion.

Linen increases about 20% in strength on wetting. Hence, becomes stronger with each wash, resulting in spectacular durability and long life.

Case in point – when the tomb of the Pharaoh Ramses II, who died in 1213 BC, was discovered in 1881, the linen wrappings were in a state of perfect preservation – after more than 3000 years.



## Linen is for Freshness and Coolness.

Linen self cools by evaporation and it evaporates water very quickly. That explains why it always feels fresh and cool. A person wearing linen clothes perspires 1.5 times less than when dressed in cotton clothes and twice less than when dressed in viscose clothes.



## Linen is for Softness and Comfort.

Linen is a fabric that is smooth and lint-free. Over time, it becomes softer and actually improves in comfort.



## Linen is for Rich, Polished look.

Linen fabrics have a natural luster. And the more it is washed the more luminous it becomes, giving the wearer a rich, polished look.

