

ECOLOSOPHY PRESENTS

THE LESS PLASTIC CHALLENGE

7 SIMPLE CHANGES / 7 DAYS

You do not have to change the world today. Just change one thing. We will show you how.

A FREE ACTION GUIDE • CLEAN WITH LOVE

START HERE

Small actions. Real momentum.

Plastic is useful, but many single-use items become waste after only minutes. The easiest place to start is with what you use every day.

01 NOTICE

Look for the disposable items you use most often.

02 REUSE

Use what you already own before buying something new.

03 REPLACE

Choose a durable alternative when a disposable item runs out.

04 SHARE

Invite someone else to try one small change.

This challenge is about progress, not perfection. Choose the swaps that work for your household, budget, and local recycling rules.

YOUR ACTION PLAN

7 days. 7 simple swaps.

Pick one action each day. Check it off. Keep the changes that fit your life.

- [ ] **DAY 1** Carry a refillable water bottle.
- [ ] **DAY 2** Bring reusable shopping bags.
- [ ] **DAY 3** Skip unnecessary disposable cutlery and straws.
- [ ] **DAY 4** Store leftovers in containers you already own.
- [ ] **DAY 5** Refill a soap or cleaning bottle instead of replacing it.
- [ ] **DAY 6** Choose a larger or lower-packaging option when practical.
- [ ] **DAY 7** Teach a friend one swap that worked for you.

TRY THIS TODAY

Your 10-minute plastic audit

Walk through three spaces. Count the single-use plastic items you routinely throw away. You are looking for patterns, not perfection.

KITCHEN

Water bottles, food wrappers, bags, takeout containers

BATHROOM

Personal-care packaging, refillable dispensers

LAUNDRY + CLEANING

Cleaning spray bottles, detergent packaging, disposable wipes

MY FIRST SWAP THIS WEEK:

_____

Tip: A product you already own and can safely reuse often beats buying a new “eco” item just for the label.

THE REFILL IDEA

Keep the bottle. Change the habit.

Many cleaning products are sold in a new bottle every time. A refillable system lets you keep using a durable sprayer and replenish the cleaner inside.

1 **REUSE**

Keep a clean, compatible bottle and sprayer.

2 **REFILL**

Mix concentrate with water exactly as the product label directs.

3 **REPEAT**

Refill again when empty, rather than automatically buying another sprayer.

Remember: lower packaging waste is a potential benefit, not a guarantee of lower overall environmental impact. Transport, ingredients, bottle life and actual reuse also matter.

MEET ECOLOSOPHY

Clean with love. Refill with purpose.

Ecolosophy makes concentrated household cleaners designed for reuse with refillable spray bottles.

ONE 33.8 FL OZ CONCENTRATE

UP TO 100 REFILLS*

Depending on the cleaner and labeled dilution, one concentrate can make many refill batches. Every time you reuse a sprayer instead of purchasing another single-use spray bottle, you can avoid needing that additional bottle.

HOW TO START

1. Keep or choose a compatible reusable sprayer.
2. Select the Ecolosophy concentrate and cleaning task.
3. Follow the product-specific dilution and safety instructions.
4. Refill, clean, and reuse your bottle.

*“Up to 100” refers to the most dilute use case, not 100 full-strength bottles or every cleaning task. Actual refill count varies by dilution and bottle size. Follow label directions; never mix with other cleaners.

MAKE IT STICK

Your challenge tracker

Save this page, take a screenshot, or print it. A little progress deserves to be celebrated.

- [ ] **DAY 1 COMPLETE**
- [ ] **DAY 2 COMPLETE**
- [ ] **DAY 3 COMPLETE**
- [ ] **DAY 4 COMPLETE**
- [ ] **DAY 5 COMPLETE**
- [ ] **DAY 6 COMPLETE**
- [ ] **DAY 7 COMPLETE**

What changed for you? _____

What will you keep doing? _____

PASS IT FORWARD

One change can inspire three more.

You have completed the first step. Now help someone else take theirs.

SEND THIS GUIDE TO THREE PEOPLE YOU CARE ABOU

Tell them which swap was easiest for you. Invite them to take the seven-day challenge. Share your progress using #LessPlasticMoreLove and tag @ecolosophy if you would like us to see it.

Want to explore refillable cleaning?

Visit ecolosophy.com to learn about our concentrates, reusable sprayers, and the Clean with Love mission.

Our ambition is to help detoxify 1 million homes and prevent 100 million plastic bottles. These are goals, not achieved impact figures. Every practical step counts.