

PRESS RELEASE
October 22, 2020

Reusable masks that serve both people and the planet

The most sustainable face mask on the planet, [Ecomask](#), was born in the summer of 2020 in response to the proliferation of single use personal protective equipment related to COVID-19. Their vision is to make the most sustainable and effective reusable face masks on the market to end mask trash. They vow to do this while maintaining conscious and ethical business practices and by donating 1% of proceeds from all purchases to the [Healthy Seas](#) organisation.

“As a global society, we have been faced with an unfair choice in the wake of COVID-19: personal health and social responsibility vs environmental responsibility. Ecomask was founded to create a solution that serves both people and our planet without trade offs. From the beginning we wanted to use the Ecomask platform to support marine life protection. Incorporating circular practices and fostering transparency are at the heart of everything we do and joining Healthy Seas was a natural fit for us.” – Laura Robichaux, Founder, Ecomask

Healthy Seas is an environmental charity working in various European countries (North, Mediterranean and Adriatic Seas) and in New Zealand (Pacific Ocean), to collect waste fishing nets in collaboration with fishermen and volunteer divers. These nets pose a severe threat to marine life if abandoned or lost at sea. The nets collected are ultimately regenerated by [Aquafil](#), together with other nylon waste, to produce [ECONYL](#)® yarn, used in a variety of sustainable products, like the Ecomask face masks.

“Happy to see our partners continuously taking steps to fight ocean pollution. This way, we are doing all we can so that protective face masks will one-day become a thing of the past, instead of sticking around in our environment endangering our future.” – Veronika Mikos, Director, Healthy Seas

On November 9th, 4 pm CEST, Healthy Seas will host a webinar titled “COVID Waste: A New Threat to Oceans”, presented by environmental correspondent Gelareh Darabi. Contact info@healthyseas.org for more info.

END OF MESSAGE

Photos available here:

https://www.dropbox.com/sh/tm0lkrwtas5r26r/AAsg_9LkHRKeDOKIXoZaD9Qa?dl=0

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Notes to Editors:

Ecomask

Whether someone needs protection from toxic air pollution, itchy pollen, germs and bacteria or simply wants to be at their very best, Ecomask face masks empower people to breathe clean and healthy air. These face masks are made with a certified FFP2 filter and high quality ECONYL® regenerated nylon which is made from waste plastics like fishing nets diverted from landfills and the natural environment by Healthy Seas. Ecomask will collect and recycle masks at their end of life to achieve their vision of a zero-waste product. Ecomasks are manufactured in Germany in a facility with 100% renewable energy and fair labor practices. 1% of proceeds from all purchases benefit Healthy Seas.

Healthy Seas

The mission of 'Healthy Seas, a Journey from Waste to Wear' initiative is to remove waste from the seas, in particular fishing nets, for the purpose of creating healthier seas and recycling marine litter into textile products. The recovered fishing nets will be transformed and regenerated by Aquafil into ECONYL® yarn, a high-quality raw material used to create new products, such as socks, swimwear, sportswear or carpets. Since its founding in 2013, Healthy Seas has collected over 510 tons of fishing nets with the help of volunteer divers and fishermen.

[Press Kit](#)