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Help make poverty history - in your lunch hour

You won't believe what is being made from recycled and salvaged materials these days!

Born Naked - a new concept in sustainable shopping - is crammed full of bags, wallets, shoes and toys made from old billboards, number plates and tractor tyres, plus beautiful stationery and organic skincare treats.

It seems too good to be true. Can shopping really tackle poverty and help fight global warming? Can we actually indulge ourselves without the guilt?

Born Naked takes the guesswork out of being "green". This shop has done the research and knows what's good for you is what's good for our world.

No more adding to landfill. No more products made in sweatshops - a modern form of slavery. No more toxic shampoo additives leaving harmful residue on your skin. No more chemical household cleaning products to damage your family's health. Just the most wonderful range of innovative goodies which include

- Recycled
- Organic
- Local
- Sustainable
- Socially responsible, and
- Second hand

The first of its kind in Australia, Born Naked pioneers the newest concept in sustainable shopping. It's about treating yourself and at the same time doing good, without sacrificing lifestyle and style itself.

The first Born Naked has opened at Semaphore, in the heart of Adelaide's most picturesque seaside village, within strolling distance of the pumping new Port of Adelaide development. A funky little outlet with exposed brick walls

and polished wooden floors, it's a great place to buy a special gift or just pick up some environmentally friendly washing powder.

Born Naked sells "good goods" and you will feel good about shopping there. Every purchase contributes to a happier, hipper, more sustainable world. **END.**