

THE STARTLING TRUTH about DEFORESTATION in the AMAZON RAINFOREST

WHY
SHOULD
WE
CARE



Being one of the largest
natural habitats, the
Amazon is often referred
to as the

“LUNGS OF THE
EARTH”

1/4 of western
medicine derives
from the Amazon...
and we have only
studied about 1%
of its actual
ecosystem! The
possibilities are
endless yet quickly
diminishing to
supply our paper
products



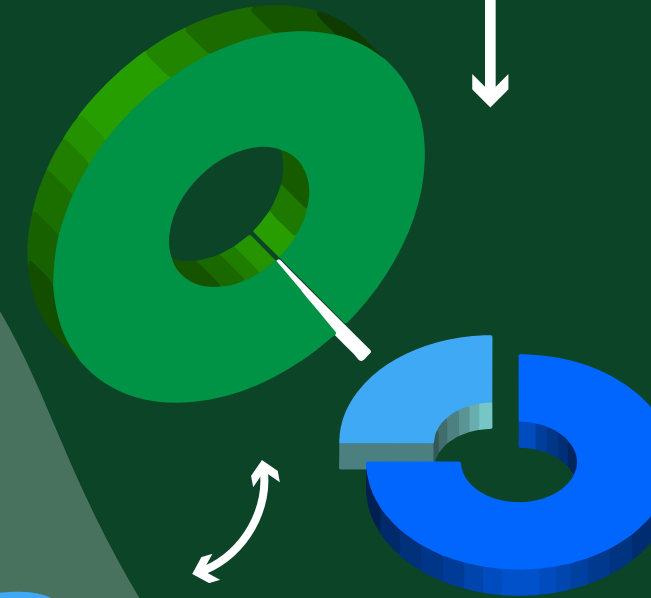
Deforestation in the Amazon is
occurring at alarming rates!
In just **40 years** we have chopped
down **20%** of it's original form.

Tested
Amazon
Habitat
1%

Medicine
derived
from Other
Origins
75%

Untested
Amazon
Habitat
99%

Medicine
derived
from
Amazon
25%

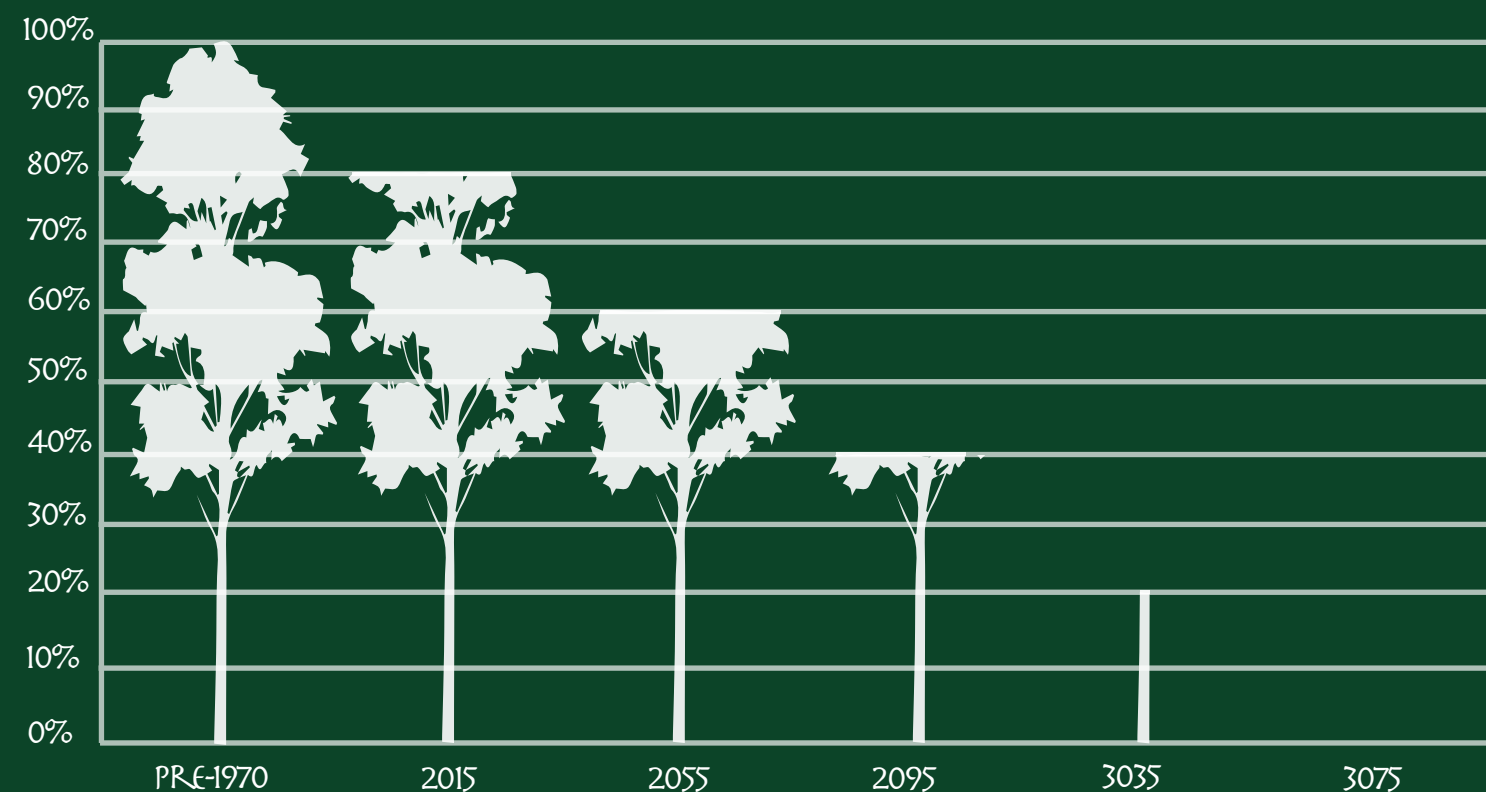


If this trend were to continue, we
could potentially see a rate where
in 120 years the rainforest could be
completely gone in only

1.5
generations
of people!



Research has pointed to an
upwards of 4000 years for a
rainforest to grow back to it's
original state. Considering the
average human lifespan is 71
years, that would take
over **56**
generations of people to
regrow the Amazon back
to it's original state!



CURRENT AND PREDICTED RATES OF AMAZON DEFORESTATION