1. <https://www.statista.com/statistics/275635/us-households-most-used-brands-of-facial-tissues/>
2. <https://prezi.com/ud6mvnlfsn59/a-marketing-analysis-of-the-tissue-industry/>
3. <https://linhpnguyen1705.wordpress.com/portfolio/facial-tissues-customer-insights/>
4. <http://www.eberhardfarmmarket.com/framework.html>
5. <https://greengroundswell.com/wordpress/wp-content/uploads/2013/12/Authors-Facial-Tissue-Comparison-2013-12-05.pdf>
6. <https://greengroundswell.com/paper-facial-tissue-green-alternatives/2013/12/09/>
7. <https://puffs.com/en-us/about-puffs/sustainability>