

## **SURFRIDER FOUNDATION EUROPE PRESENTS THE SECOND PLASTIC-FREE GUIDE FOR AN OCEAN-FRIENDLY MORNING ROUTINE**

Last December, Surfrider Europe presented its new series of content to help clean plastic out of everyday life: the Plastic Free Guides. At the beginning of this year, the association unveiled the second part of this series: Adopt and ocean-friendly morning routine. This new guide, illustrated by the artist [@lesfillesdusurf](#) and embodied by [@santamila](#), offers sustainable solutions to start the day with gestures that are respectful for oneself and for the Ocean, and invites everyone to give their own tip on the subject.

### **A series of content to eliminate plastic from one's daily life**

Surfrider Europe has been fighting against marine litter for many years. Among this famous waste, plastic in all its forms is the most fearsome. For this reason, the association has unified all its projects against plastic into one overarching campaign: [Break The Plastic Wave](#).

The objective of the campaign? To encourage all stakeholders in society to take action to break the wave of plastic that is **overtaking our lives and the Ocean**.

It is necessary to remain mobilized so as not to lose the progress made, industries and companies must play the game, improve their manufacturing processes and create sustainable products, our leaders must take courageous decisions and make the fight against plastics a priority. As a citizen, **everyday choices like what and how we choose can make all the difference**.

To accompany this change Surfrider Europe unveiled in December 2020 a new series of content: the [Plastic Free Guides](#). Each quarter, a new guide relating to a daily moment of life offers 5 tips and simple alternatives to help get rid of plastic.

Illustrated by the creativity of the artist [@lesfillesdusurf](#), the Plastic Free Guides inform and give advice accessible to all to replace plastic in their daily lives.

### **What are the solutions to adopt and ocean-friendly morning routine?**

Following the first edition centered around the organization of a sustainable celebration, the [second guide](#) tackles the morning routine: how to reduce the impact of daily behaviors that are done by all and yet are consumed by plastic? What options are available to help guide us towards more ecological choices that benefit self-care, as well as Ocean health?

Studies show that the average person uses **six** cottons per day, that is **180** per month and more than **2100** per year. An estimated **20 billion** individual coffee pods are used each year in the world. These alarming figures can easily be lowered by adopting simple alternatives each morning.

## ADOPT AN OCEAN FRIENDLY MORNING ROUTINE



**TIP 1**  
Make sustainable self-care



**TIP 2**  
Ditch the disposables



**TIP 3**  
Know what's in your products



**TIP 4**  
Reduce the impact of your caffeine kickstart



**TIP 5**  
Start the day with a challenge

Indeed, plastic is often very present in the products we use in the morning: microplastics in our formulas, single-use plastic packaging, it is rare to be completely free of it! And yet, it is possible, and not so complicated. This is the message of the second guide in this series of content offering 5 easy tips to start your day without having to deal with plastics. Prefer home-made products to commercially available ones, get rid of disposable products by encouraging reusability, learn about the composition of your products, consume sustainably at breakfast, challenge yourself on a daily basis... so many simple gestures that can make a difference, for yourself and for the planet.

### A subject embodied by [Laure @santamila](#)

Each guide is brought to life through a collaboration with a well-known personality who explores the topic through video. For the second edition in the Series, Laure, [@santamila](#) embodies the guide by giving her own advice to start the day without plastic. Laure is an entrepreneur and influencer who shares her vision of well-being centered around a minimalist lifestyle that is in harmony with the Ocean. Laure is the author of the book *Ocean Therapy*, and host of the podcast « *Ocean & Happiness Therapy* ». Laure also organizes [@myoceantherapy](#) retreats to reconnect with nature. She is the ideal spokesperson to demonstrate how to cultivate a morning routine that respects oneself and the Ocean. Exclusive content will be shared on Surfrider Europe's channels with the aim of creating community engagement on the topic!

**Between 1950 and 2017, a total of 9.2 billion tonnes of plastic were produced, which is more than one ton per person currently living on the planet. If every citizen decides to adopt simple changes in their daily lives, plastic pollution could be reduced in an unprecedented way. Thanks to Plastic Free Guide Series, Surfrider Europe helps citizens take the first step towards a meaningful transition.**

#### CONTACT :

Anouk Dréan  
[presse@surfrider.eu](mailto:presse@surfrider.eu)  
Press relations

**SURFRIDER FOUNDATION EUROPE**

33 Allée du Moura - 64200 Biarritz

[www.surfrider.eu](http://www.surfrider.eu)