



neubodi®

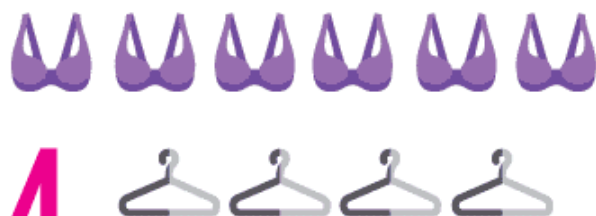
**YOUR BRAS CAN BE
RECYCLED!**

JOIN US IN OUR EFFORTS TO HELP THE NEEDY BY
DONATING YOUR OLD BRAS TO US.
DROP THE BRAS OFF TO OUR NAWEM OFFICE AT LOT 13,
GROUND FLOOR, RUMAH PUSPANITA, JALAN HOSE, 50460
KUALA LUMPUR (NEAR DEWAN BAHASA DAN PUSTAKA)
FROM NOW TILL DECEMBER 10 2018
(MONDAY TO FRIDAY 9AM TO 6PM)
TEL : 03-21423325

A NAWEM CSR INITIATIVE

neubodi.

An average woman
OWNS 10 BRAS...
BUT ONLY WEARS 4.



100% OF USED BRAS
CAN BE RECYCLED

65% goes to
**SECOND-HAND
CLOTHING
MARKET**



as income source for
underprivileged women



35%
**FIBRE &
BIO-FUEL
CONVERSION**

Lower carbon
footprint than all
other alternatives

why ?

1 in 4 women in Malaysia owns more than **10 bras** in their wardrobe. **86%** of the bras kept are either poorly fitted or stretched out. Only **15%** is recycled or donated. The rest goes into landfills, giving textiles one of the **poorest** recycling rates of any reusable materials.

1 **Find** your old bras.
We accept bras of any brands in any condition



2 **Drop** it off at any Neubodi bra bin



3 **Scan** the QR code to enjoy your 25% OFF reward



5 **Wearable bras** are shipped to third-world countries in support of underprivileged women



4 Bras are sent to be **sorted** and packed



Non-wearable bras are recycled into fibres or bio-fuel to power cement kilns

Neubodi has recycled over **100,000 bras** and supported over **7** non-profit organisations.



A portion of sale from this campaign will be donated to Breast Cancer Welfare Association (BCWA).



neubodi.

Do & Don't in Donating Bras



Wash the bras before donate

Good wearable bras will be delivered over to women in need.



Pack the bras using non-transparent plastic bag

Be considerate towards the male drivers who transport the pre-loved bras.



Seal your plastic bag properly

To ensure that the bras wouldn't drop out during transportation.



Do not drop off any other innerwear

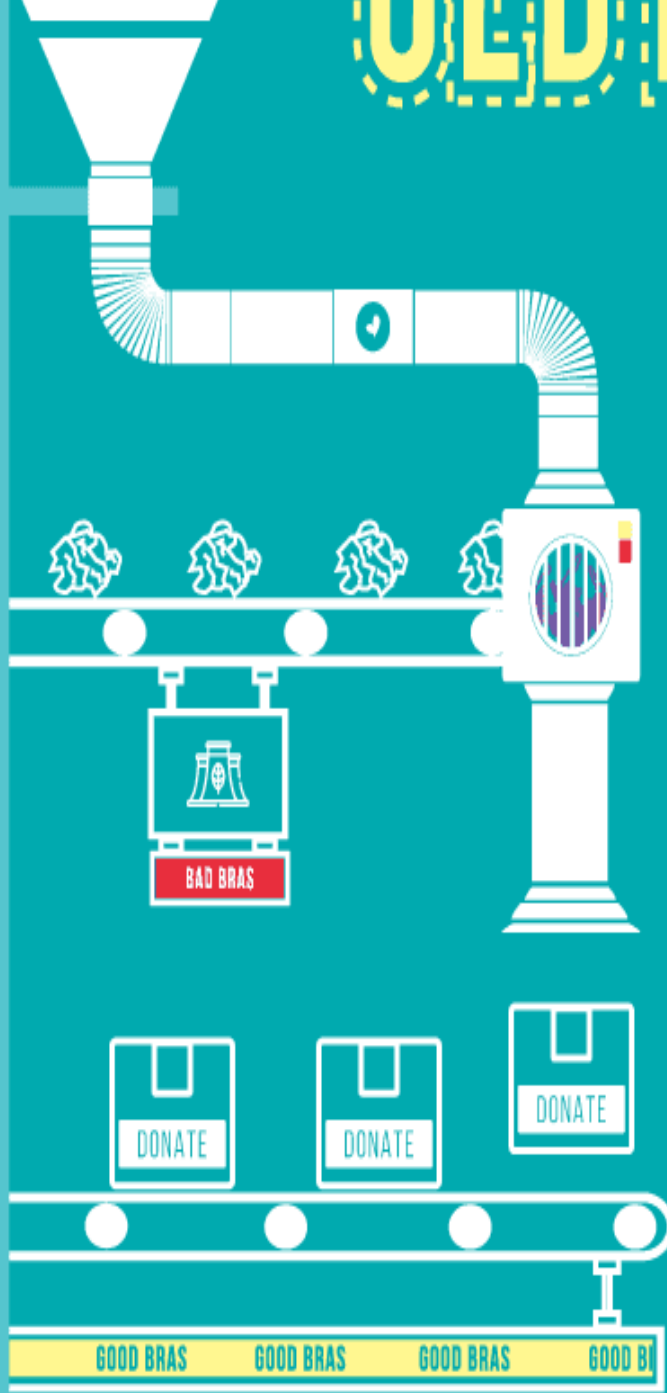
This campaign is only to collect pre-loved bras.

neubodi®



RECYCLE YOUR OLD BRAS

neubodi



BAD BRAS

DONATE

DONATE

DONATE

GOOD BRAS

GOOD BRAS

GOOD BRAS

GOOD BRAS