

Dear (insert company name),

I am writing to inform you of the tragic environmental consequences of an ingredient which is present in your product(s). That ingredient is palm oil, and its effects include deforestation, extinction of species, child labor, modern slavery, and climate change. Oil palm plantations in Indonesia and Malaysia are rapidly replacing the native biodiverse rainforest, home to critically endangered species like the Sumatran tiger, Bornean elephant, and Tapanuli orangutan. Over 85% of the world's palm oil is sourced from Indonesia and Malaysia, and much of that oil is used in common products from snack food to shampoo, including (insert palm oil containing product made by company). But you can change that. You don't have to use this destructive ingredient in your product(s).

Although there is a certain simplicity to your palm oil use, improving your palm oil policy- or even eliminating the ingredient altogether- could significantly improve your brand image and increase your customer following. Avoiding palm oil allows you to offer a healthier product to your customers. It could add a number of environmentally conscious consumers to your customer base. And it could make (insert company name) look much more sustainable and environmentally conscious. You can begin making the step today, changing your supply chains and improving your practices to become a part of a more sustainable future.

The welfare of East Asian rainforest is critical for the health of our planet. Ecological balance and sustainable practices are beneficial to all of us. Consider working with conservation and human rights activists to save some of the most biodiverse areas on the planet. Improve your policies today.

On behalf of the rainforest,
(insert your name here)