

# COYUCHI

Organic. It's what we're made of.



SPRING 2020

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# NOT ALL ORGANIC IS EQUAL

Giving has always been at the heart of Coyuchi. Giving back to the earth in appreciation for what it has given us. Giving back to the people who make organic farming and conscious processing possible. Giving sustainability and circularity a voice.

It's why we align ourselves with GOTS-certified organic farmers and manufacturers, Climate Beneficial™ Wool suppliers, and facilities that recycle their wastewater. It's why we've introduced the circular practices of Coyuchi For Life's subscription service and 2nd Home™, our take-back recycling program. This season is a reminder to show gratitude for what we are given—from the fibers we choose to the farmers and workers we partner with—and to spread those gifts to the world around

us. Our innovative initiatives aim to fill every room with the coziest physical comforts of home, paired with the peace of mind born from supporting a cleaner, healthier world.

This holiday season, give your gifts with love and intention, and watch them grow into cherished heirlooms over the years. When you let love motivate your choices, it shows thoughtfulness and kindness for the people you care about and for the planet we all share. Once you choose to give organic, consciously made gifts, you can truly mean it when you sign off your holiday cards "with love."

Wishing you a joyous season,



**Global Organic Textile Standard (GOTS)**  
The world's leading textile-processing standard for organic fibers, including ecological and social criteria.



**Fair Trade Certified™**  
Focused on improving the livelihoods, benefits and working conditions of farms and factories around the world.



**MADE SAFE**  
MADE SAFE is the first nontoxic seal to certify that products we use every day are made with safe ingredients.



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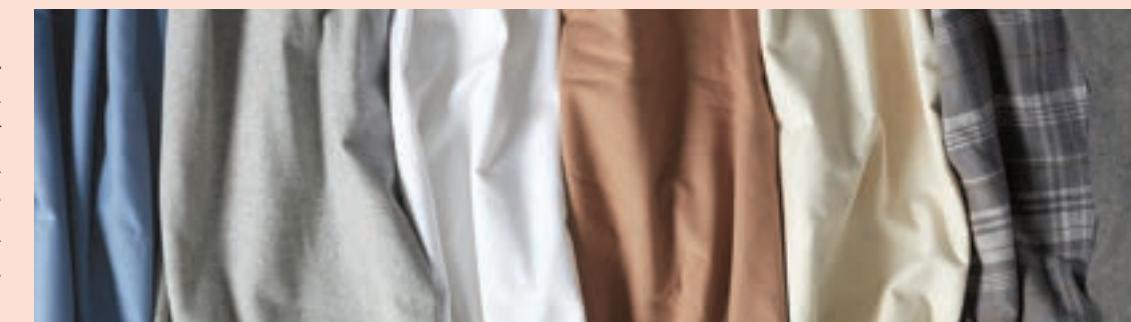
## Wabi-Sabi Lifestyle

Warm, weighty and welcoming on chilly winter nights, our organic cotton flannel is brushed repeatedly to create the softest, coziest finish.



### Flannel

Washed, broken-in comfort with an elegantly rumpled finish, crinkled percale showcases the lasting softness and strength of organic cotton.



### Crinkled Percale

Washed, broken-in comfort with an elegantly rumpled finish, crinkled percale showcases the lasting softness and strength of organic cotton.



### Sateen

Silky smooth and wrinkle resistant, sateen's lustrous sheen brings out the sumptuous side of warm and cozy organic cotton.



### Linen

Organic linen is a rare and remarkable fiber that offers weighty, naturally insulated comfort and casual elegance.



A. Cloud Brushed Organic Flannel™ Sheets \$198-\$318, B. Organic Crinkled Percale™ Sheets \$148-\$248, C. 300 Thread Count Organic Sateen Sheets \$198-\$298, D. Organic Linen Chambray Sheets \$498-\$598, E. Women's Cloud Brushed Organic Flannel™ Sleep Shirt \$128, F. Cirrus Supersoft Organic Cotton Throw \$148

coyuchi.com | 365-Day Guarantee | Free Returns  
To find your perfect set, visit our sheet guide at [coyuchi.com/sheetguide](http://coyuchi.com/sheetguide)



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# ORGANIC LINEN – THE SPRING STAPLE

The world's linen supply is limited, and only a very small portion of it is certified organic. Lightweight, breathable and temperature regulating, our rare and remarkable organic linen will keep you cool and comfortable throughout the sunny days and crisp nights of summer.



Straw

Organic Linen Chambray Sheets \$498–\$598  
Sheet colors on bed: Fog, Charcoal, Blush



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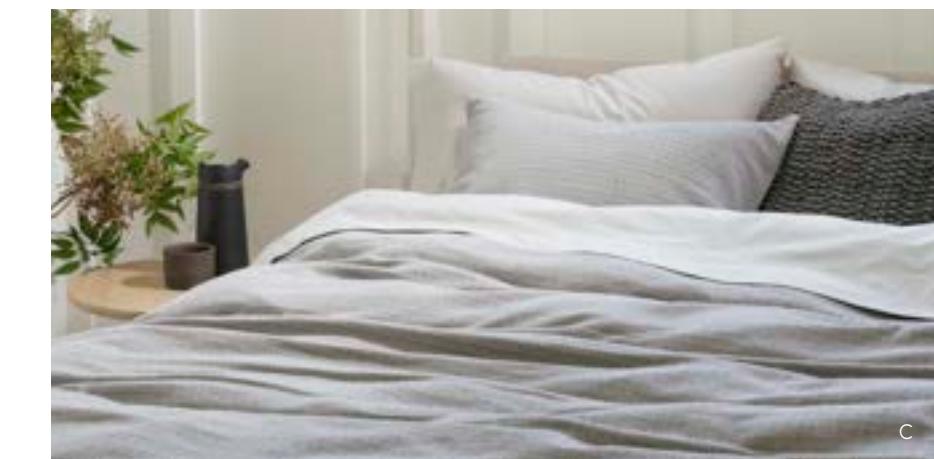
E



Order by December 12th with Ground Shipping to get it by December 24th



B



C



D

**Rippled Stripe:** Yarn-dyed stripes and puckered texture capture our coastal inspiration in prewashed organic cotton.

A. **Lost Coast Organic Duvet Cover** \$348-\$398, B. **Morelia Organic Duvet Cover** \$348-\$398, C. **Indio Textured Grid Organic Duvet Cover** \$278-\$328, D. **Rippled Stripe Organic Duvet Cover** \$298-\$348

# OUR COMMITMENT TO ORGANIC



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# LIGHTWEIGHT BLANKETS

Winter weather has a way of bringing people closer, and the right blanket provides the coziness and comfort we crave when it's cold outside. Our blanket guide will help you find the layers of Climate Beneficial™ Wool, organic cotton and organic linen that offer the just-right weight and warmth for every occasion and acquaintance.

A. Soft Washed Organic Sheets \$298-\$348, B. 300 Thread Count Organic Percale Duvet Cover \$198-\$288, C. Arroyo Organic Throw \$148, D. Loreto Organic Blanket \$98-\$298, E. Diablo Striped Climate Beneficial™ Wool Throw \$248, F. Cozy Cotton Organic Blanket \$198-\$498, G. Cirrus Supersoft Organic Cotton Throw \$148, H. Sequoia Washable Organic Cotton & Wool Blanket \$198-\$448

To find your perfect blanket or throw, visit our blanket guide at [coyuchi.com/blanket-guide.html](http://coyuchi.com/blanket-guide.html)



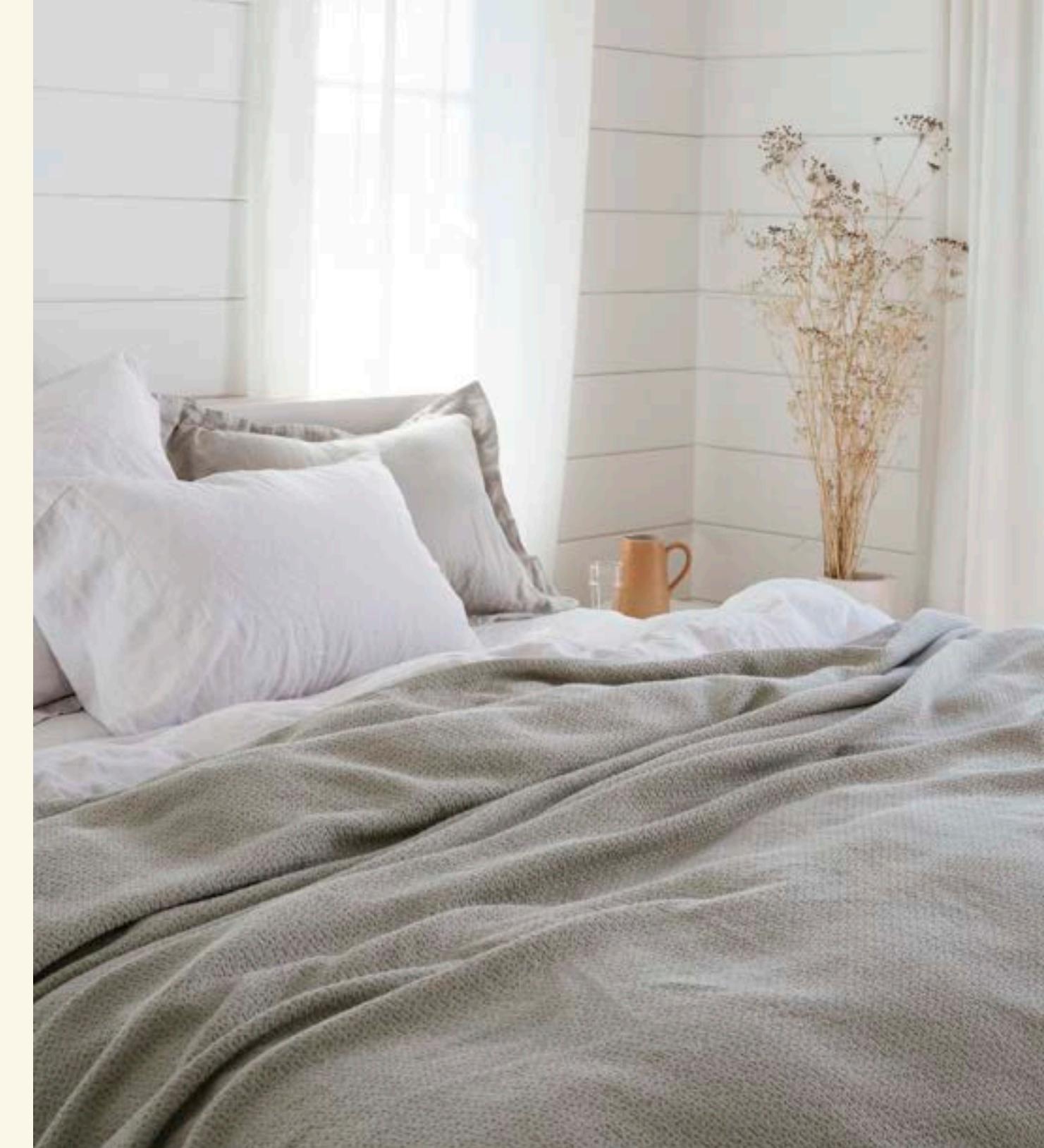
[coyuchi.com](http://coyuchi.com) | 365-Day Guarantee | Free Returns



# HONEYCOMB BLANKET



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A. Mojave Organic Linen Kitchen Towel Set \$48, B. Organic Linen Napkins \$98, C. Cloud Brushed Organic Flannel™ Sheets \$198–\$298, D. Diablo Striped Climate Beneficial™ Wool Throw \$248



# SPRING INTO SOLSTICE

"This duvet cover is more luxurious and beautiful than the picture can convey. The texture is rich, and it's also incredibly comfy." -Rebecca M.

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INTRODUCING

# ORGANIC LATEX SERENITY™ PILLOW



## REVIEWS

"This duvet cover is more luxurious and beautiful than the picture can convey. The texture is rich, and it's also incredibly comfy." -Rebecca M.

"This duvet cover is more luxurious and beautiful than the picture can convey. The texture is rich, and it's also incredibly comfy." -Rebecca M.

"I was surprised at how comfortable I found the serenity pillow. I really like how it's firm and soft at the same time and the cushioned gaps for your head and ears really do make a difference. I'm waking up more days without the pain which is a big deal! Definitely worth trying!"

## CARRY YOUR WELLNESS ROUTINE INTO YOUR SLEEP

Two indentations for the ears **alleviate pressure on the face** when sleeping on your side, which **helps minimize face and neck wrinkling**.

One unique indentation on the bottom side of the pillow cradles your head when sleeping on your back, **aligning the spine and opening airways which could help reduce snoring**.

Each pillow is encased in a layer of organic cotton, then topped with a **removable pillow protector** crafted of densely woven 400-thread-count **GOTS-certified organic cotton sateen**.

**CARE**  
Removable cover may be machine washed and dried. The latex core should not be washed or dried. Spot clean only.



TOP SIDE



BOTTOM SIDE



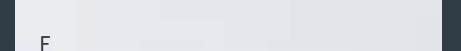
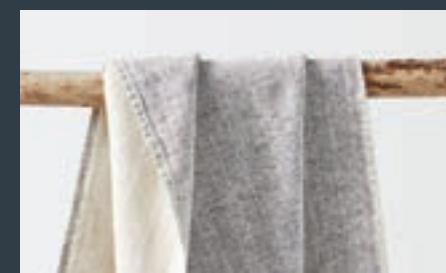
## Wabi-Sabi Lifestyle

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Jersey is peached for sublime softness, making this robe pure, breathable,



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# ROBES

"I have doted and adored my Coyuchi Waffle Robe for years but just invested in this new Cloud Loom one! It's like a medium-weight, comfy towel wrap for the whole body and the perfect in-between post-shower, pre-pajama item. I am obsessed!" -Michael M.



C

E  
F



D



F

A. Unisex Air Weight® Robe \$128, B. Women's Catalina Organic Robe \$198, C. Unisex Organic Waffle Robe \$98,  
D. Women's Solstice Organic Robe \$88, E. Unisex Mediterranean Organic Robe \$148,  
F. Unisex Cloud Loom Organic Robe \$148, G. Unisex Cloud Brushed Organic Flannel™ Robe \$198

Available in more colors online.



# ORGANIC BABY PRODUCTS

"We have stopped using paper napkins—saving trees and enjoying the luxury of organic napkins at every meal."  
-Raymond R.



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EVERY YEAR, THE  
US GENERATES  
21 BILLION  
POUNDS OF  
POST-CONSUMER  
TEXTILE WASTE



2ND HOME.®

No one wants to see their much-loved linens in a landfill. With 2nd Home™, we will take the Coyuchi linens you're finished with and recycle or upcycle them, giving them a much-deserved second chance. Simply bring in your retirement-ready Coyuchi linens to our store, and we'll keep them in circulation and out of landfills.

As a thank you for making the sustainable choice, we will give you 15% off your next order.

Get started with three simple steps:

1. Bring in your retirement-ready Coyuchi linens to our store
2. We will then send it on to The Renewal Workshop to be renewed, upcycled, or recycled
3. Get 15% off your purchase to be used during the same visit

You can also support and inspire a circular economy by shopping these specially marked items in our store.

COYUCHI.®

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1400 Tennessee Street, Unit 1  
San Francisco, CA 94107  
888.418.8847 | coyuchi.com

**30-DAY TRIAL  
365-DAY GUARANTEE  
FREE RETURNS**

PRSR STD  
U.S. Postage  
PAID  
Coyuchi Inc.



#### Global Organic Textile Standard (GOTS)

The world's leading textile-processing standard for organic fibers, including ecological and social criteria.



#### Fair Trade Certified™

Focused on improving the livelihoods, benefits and working conditions of farms and factories around the world.



#### MADE SAFE

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**ENJOY \$40 OFF \$250+  
PLUS FREE SHIPPING**

Use code **COZY40**.  
Expires 12/19/2019

FRONT COVER: Cloud Brushed Organic Flannel™  
Sheets \$198-\$318, Tahoe Climate Beneficial™  
Wool Blanket \$248-\$498

BACK COVER: Wellness Gift Set \$108



