

Ever Feel Guilty About Your Microfiber Towels? Lava Linens Has a Solution.

In the realm of travel and outdoor towels, microfiber is a very popular choice among major brands like REI Co-op, PackTowel, and Sea to Summit. It's easy to understand why -- microfiber towels are lightweight, super packable, and perfectly absorbent, which makes them seem like an obvious choice on backcountry trails and hostels abroad. However, [studies](#) have shown there is a darker side to its production and disposal. Microfiber is a synthetic material comprised of plastic, which means it's created from a non-renewable resource that is also not recyclable at the culmination of its lifespan. What's more, the rather innocuous act of washing a dirty microfiber towel can result in small plastic threads detaching and heading down the drain, and as [everyone's favorite little clownfish knows](#), that also means it eventually heads to the ocean. Even wastewater treatment facilities cannot filter out those tiny microplastics.

Enter stage right: Lava Linens. The mother-daughter startup is the brainchild of the latter, who wished for a better, more eco-conscious, and more durable towel prior to embarking on her year-long backpacking trip. Unable to find a solution that met those standards, she decided on the revolutionary concept of creating one herself. As a result, a Lava Linen towel is a lovely, well-crafted, sustainably-sourced swath of French linen. The company claims it absorbs up to 50% more water per square inch than microfiber and dries faster than the towel currently hanging in your bathroom. Additionally, the benefit of being crafted from natural fibers with antimicrobial and odor resistant properties means that it does not get that funky wet towel smell that plagues the likes of cotton. Best of all, you don't have to think twice about tossing it in the laundry after returning home from a week on the trail, and in fact, the material gets better with each subsequent wash.

You can choose between mini (20" x 25"), classic (27" x 45"), or luxe (30" x 52"), with color options of Maui Green, Stokksnes Black, Caribbean Blue, or Rabida Red.

Price: \$44-\$140

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