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# HELP SAVE THE LIPSTICK

The lipstick you love contains palm oil. Don't love lipstick? How about crisps? Ice cream? Soap? About half the products in the supermarket contain this versatile oil. Soon it may even power your car. But palm oil often comes at the expense of tropical forests and the wildlife that lives in them. Rather than asking consumers to ditch these useful products, WWF is working to make them more environmentally friendly. Manufacturers, retailers and consumers should insist on certified sustainable palm oil. Help us look after the world where you live at [panda.org/50](http://panda.org/50)



Kayan Mentarang  
National Park, Indonesia.

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