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Make a statement



Would you be shocked to find out that the average American uses more than 400 plastic bags a year? And only 1-3% of those are recycled. Paper bags fare slightly better on the recycling front, but we still have to cut down about 14 million trees a year to make them (and that's just in the U.S.). Frankly, it's a dire situation.

But don't be sad. There's a solution: it's called the reusable shopping bag. Any tote bag will do the job, but for those who want to shop in style, the [b. happybag](#) makes a perfect accessory. It's made of upholstery-grade (i.e. super-durable) cotton, it's the perfect size, and it comes in lots of fun patterns. Stash a few in your car (or if you're a city gal, in your inevitably gargantuan purse), so you'll always have them at your disposal.

Be excited. These bags are a mere \$20 each; and are stylish enough for everyday use. The only way they could be improved is if they were made out of organic fabric. But we're not too bent out of shape about it. If everyone in the U.S. refused disposable bags, we'd keep millions of pounds of plastic out of landfills and save millions of trees from getting cut down every year. That strikes me as a reasonable trade-off.

Want to send a message to other shoppers? Go for [a bag that makes a statement](#), literally.

