



December 12, 2007

STYLE WISE

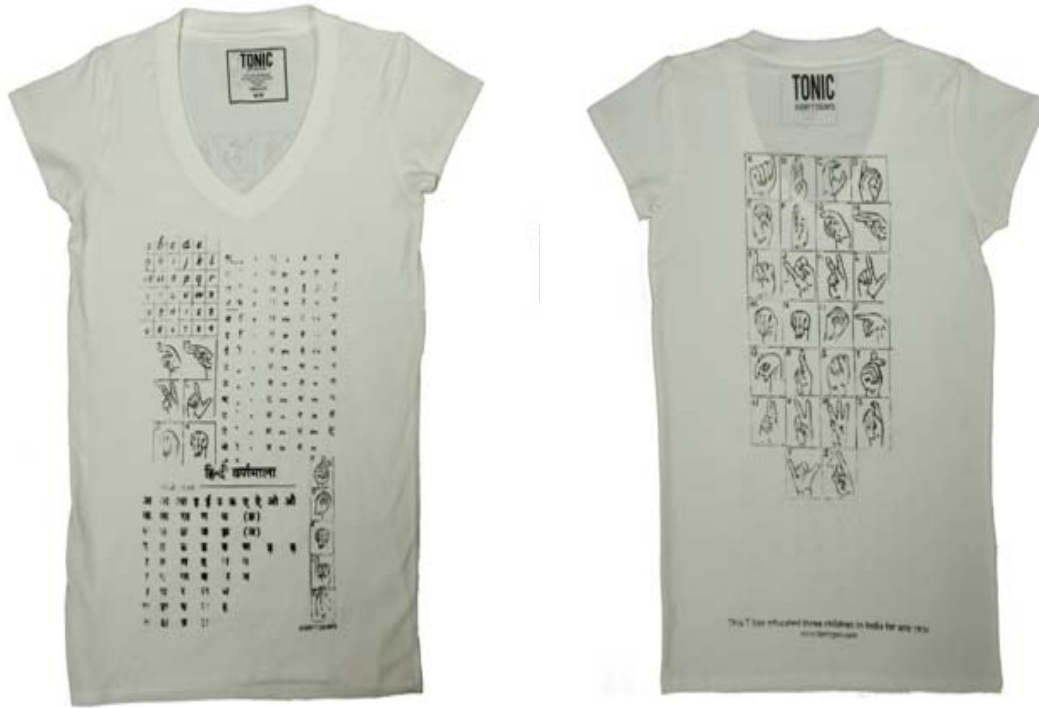
by **TRACEY LOMRANTZ**



A Feel-Good Elixir

TONIC: The word appeals to me on a couple of levels, but mostly where gin and limes are concerned. It's also the name of a new non-profit company, started by the same guy who founded greendimes.com (Please sign up! Lose the junk mail, save some trees, feel good!). TONIC is on a similarly benevolent mission, planting trees in North America, schooling orphans in India, and combatting malaria in Africa. They'll be selling limited-edition T-shirts, called "Every T Counts," to raise money for these efforts. They're made of bamboo and are as soft as a James Perse T. This one was also designed by Tara Subkoff, and as

the bottom spells out, will fund a full year's education for three children.



visit www.tonicgen.com to purchase one of TONIC's T's...

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