
[Carbon Neutral Magicians](#)

Being “carbon neutral” has become fashionable. The World Bank, the Vatican, the World Olympics, the Football World Cup, the Body Shop, the Rolling Stones, and a long list of celebrities proclaim themselves to be totally or partially “carbon neutral”. Even Mercedes Benz held in California what was described as “the world’s first ever carbon neutral fashion week”! It is therefore understandable that the New Oxford American Dictionary proclaimed "carbon neutral" as its Word of the Year in 2006.

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