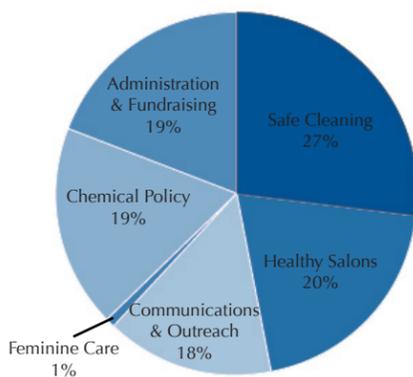
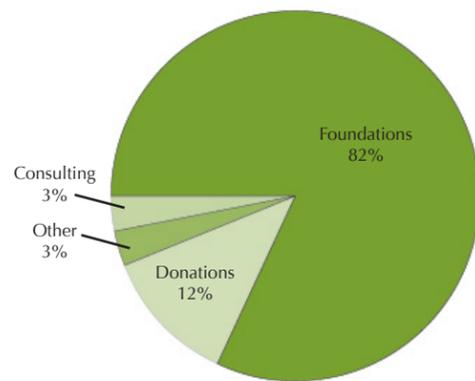


EXPENSES



REVENUE



81% of all gifts and donations to WVE go directly to our key campaigns & programs – exactly where you want your support to go.

By achieving GuideStar's Seal for our commitment to transparency and our 5-star rating, WVE is recognized as a good investment choice for Fiscal Year 2012.

A NOTE FROM OUR BOARD CHAIR: Anuja Mendiratta



This has been an incredible year for Women's Voices for the Earth. We have a fabulous new logo. A visionary strategic plan that prioritizes sound science, corporate accountability, policy advocacy, women's leadership and movement building, and provides a potent roadmap for our work towards a toxic free future. A smart, savvy staff, engaged members from across the country, and an expanded board bringing diverse expertise and wisdom to our work. We are also preparing to launch a dynamic new campaign focused on toxics in feminine care products that will blow the lid off the industry's denial regarding its impact on women's health.

Our small but mighty organization is getting mightier. And we invite you to raise your voice even louder and to join us in the growing movement towards a healthy and toxic free future.

Warmly,  
Anuja

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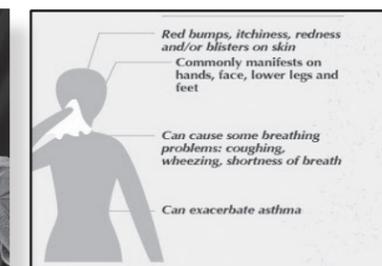
CHANGING CORPORATE PRACTICES

WVE members hold major companies accountable for reducing toxic chemicals. TIDE

In just one short year, you moved the biggest consumer product company on the planet to agree to drastically reduce the levels of 1,4-dioxane, a known cancer-causing chemical in all of their detergents, including their flagship product, Tide! Given that this company controls 70 percent of the U.S. detergent market, that's a really big deal! Together, we not only made a difference for our own health, we made Tide safer for the millions of people who use it all around the globe.

SIMPLE GREEN STOPS GREEN-WASHING

Thanks to you, Simple Green has removed a reproductive toxin linked to fertility problems and low birth weight. For five years (since our groundbreaking report, *Household Hazards*, identified the chemical as harmful to women's health), Women's Voices for the Earth members have been calling on the company, which advertises its products as "non-toxic," to remove 2-butoxyethanol. Several other major cleaning products eliminated this toxic chemical shortly after the release of our report and now, thanks to you, Simple Green has finally joined them!



WVE SPOOFS SC JOHNSON: Delivers 52,000 signatures to CEO

SC Johnson (maker of Glade©, Windex©, Pledge©) says they're committed to "honesty" and "transparency"—but keep their fragrance ingredients a secret. This is a serious problem, because their fragrances contain harmful chemicals like synthetic musks, allergens, terpenes, and petroleum.

That's why in March we launched the campaign *SC Johnson: Stop Keeping Secrets*, starring the Non-Toxic Avenger Babies, Emma and Maggie. Thousands of people shared the campaign image on social media and sent it to the company, demanding transparency. With no response, we took it up a notch.

On July 9th, SCJ CEO Fisk Johnson heard from 52,000 concerned women and men like you, demanding he uphold the "honesty" and "transparency" he describes in a commercial. Delivered in the form of a petition alongside a spoof commercial highlighting the SCJ's misleading claims, the action is designed to motivate Johnson to uphold his values. The action is beginning to go viral, with more than 10,000 views of the mockmerical to date!

We know that with your help, we can convince SC Johnson to end their secrecy. They've said it themselves: "As a family company, listening and responding to consumers is [our] top priority." Help us keep the pressure on until SC Johnson stops keeping secrets!

REPORT: Secret Scents reveals millions are affected by hidden fragrance allergens

In February, WVE released *Secret Scents: How Hidden Fragrance Ingredients Harm Public Health*, reporting that millions (literally!) of people are harmed by skin allergies caused by chemicals in fragrance. The frustrating part? It's nearly impossible for us to avoid specific fragrance allergens because companies keep fragrance ingredients a secret.

What stinks about fragrance:

- Allergic reactions to fragrance are common and increasing significantly among children in the past few decades.
- Women are 2–3 times more impacted by fragrance, as they use more perfumed products in general.
- Fragrance is hard to avoid. For example, fragrance is found in 96 percent of shampoos, 91 percent of antiperspirants, and 95 percent of shaving products.
- Women workers (specifically, massage therapists, cosmetologists, or domestic workers) are significantly more likely to experience fragrance allergies.

In the European Union, cleaning products and cosmetics manufacturers are required to disclose 26 common fragrance allergens on product labels. Many of these companies make the same products in the U.S., but don't disclose allergens here because it's not required by U.S. law.

If you agree that this double standard stinks, join WVE in advocating for full disclosure of fragrance ingredients in products so we can avoid chemicals that may harm our health.

Learn more at [www.womensvoices.org/secret-scents](http://www.womensvoices.org/secret-scents).



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**NOTE FROM ERIN**

Everyday, I am in awe of all the amazing women (and men!) who reach out to the staff at Women's Voices for the Earth to share deeply personal stories. From unexplained miscarriages, to fragrance allergies, to children with ADHD or autism, to a complete inability to leave home due to chemical sensitivity, you share what we are often afraid to talk about. Here at WVE, we hear you, and it's your voices that inspire us to do this work. *Women raising their voices together is the most powerful force on the planet.* Just look at what's been done this year alone.

You convinced Procter & Gamble to reformulate their laundry detergents – all of them (Tide, Dreft, Gain, and more) – to remove the cancer-causing chemical 1, 4 dioxane. Then, Simple Green announced it had finally removed the reproductive toxin 2-butoxyethanol and would disclose fragrance allergens in their products.

Additionally, the California Superior Court ordered Brazilian Blowout to remove its toxic hair-straightening product from the California marketplace, sparing salon workers and consumers alike from huffing formaldehyde.

And there is more to come! I'm particularly excited to unveil our latest research on toxic chemicals in feminine care products (yes, they are in there – and no one is talking about it!). We'll also continue calling for fragrance transparency. Thanks to you, our SC Johnson spoof commercial has had more than 10,000 views already, prompting negotiations with the company.

Only 8 months ago, we unveiled our three-year strategic plan, our Road Map to a Toxic-Free Future. With your voice among the thousands of voices leading the charge, you have achieved some amazing milestones on this long road. I look forward to more victories in the next year!

Erin Switalski, Executive Director

**FRONT LINE SUPPORT: Actionistas Advance a Toxic-Free Future**



"Actionistas" are a group of women volunteers who go the extra mile to advocate for women's environmental health, and have fun while they're at it. These women host green cleaning parties, blog about women's health and toxic-free living, share our campaigns with their communities, and are all-around rock stars!

In February, we trained 46 WVE members as official spokeswomen for our *Secret Scents* report. These women write letters to the editors, talk to press, and get the word out about this important report.

In October, we will host the first-ever Women's Health and Environment Leadership Summit in Missoula, MT, with the twin goals of bringing new, passionate activists into the women's environmental health movement and training existing activists to be more effective leaders in their communities. The Summit will include a full day of learning, training, and networking, with emphasis on how women can make effective change on the personal, community, and national levels. We hope this successful pilot will lay the groundwork for bringing summits to urban hubs near you in 2014.

**BODY & SOUL SERIES: Bringing Strong Women Together**

WVE hosts quarterly *Body & Soul* webinars for our members with featured guest experts on a variety of women's health issues. This spring, we hosted our largest yet, featuring Stacy Malkan (author of *Not Just a Pretty Face: The Ugly Side of the Beauty Industry* and co-founder of the Campaign for Safe Cosmetics), with more than 90 women chatting with Stacy and each other.



In August, we were thrilled to welcome Fran Drescher as our guest expert: actress, cancer survivor, founder of our partner organization, Cancer Schmancer Movement, and an advocate for identifying the environmental causes of cancer, like toxic chemicals.

We hope you'll join us for our two remaining Body & Soul webinars this year: our new feminine care products report, and the release party for our 2013 Non-Toxic Shopping Guide.

**SPOTLIGHT: Meet Qae-Dah**

Qae-Dah is native of Chicago and an advocate for healthy indoor air quality. She is deeply concerned about safeguarding human health alongside our environment. After reading a *New York Times* article on green cleaning parties, Qae-Dah joined WVE in 2008. Since then, she has become an Actionista, spoken at the Chicago Green Festival on green cleaning practices, hosted several community green cleaning events, and given interviews for Chicago radio stations about her work to spread the word on the links between toxic chemicals and our health.



*"My mission is to help [people] understand the nuances of making their own safe cleaning products. The more I learn and can focus on information and practices that are compelling, the more equipped I am to go to public audiences armed with the scientific information provided by WVE."*

[Read more about Qae-Dah on our Voices Blog.](#)

Every contribution, regardless of size, makes a meaningful difference in the success and reach of our work. We are grateful for the following donations received during the 2012 fiscal year.

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- Underdog Fund of Tides Foundation
- Women's Wellbeing Fund

**A STRAIGHT-UP BLOWOUT: California Court orders Brazilian Blowout off the market**

In December, the California Superior Court ordered the makers of the Brazilian Blowout hair-straightening product to remove its toxic formula from the market. The formula, deceitfully labeled "formaldehyde-free," contained levels of formaldehyde as high as 10 percent. It was also found to violate California's air quality laws for volatile organic compounds (VOCs).

"As a hairstylist who has been seriously affected by Brazilian Blowout, I know firsthand just how dangerous this product is," says Californian Jennifer Arce, a salon worker who experienced the severe health effects from the product. Jennifer's passion led her to travel to Washington, D.C. last year with WVE to meet the FDA and join the National Healthy Nail and Beauty Salon Alliance in advocating for the Safe Cosmetics Act. She's even started her own blog, *Pretty Toxic*.

"Getting the original Brazilian Blowout formula off the shelves will be a big win for salon workers who have suffered irreparable health problems due to exposure to this product," says Jennifer.

This is a major victory that was two years in the making. Thank you for helping us blow the whistle on Brazilian Blowout!

[For more breaking news, be sure to sign up for the Women's Voices for the Earth Action Network!](#)



**SAFE COSMETICS AND PERSONAL CARE PRODUCTS ACT INTRODUCED: New law would ensure products we put on our bodies are safe**

What products did you put on your body this morning? Take a moment to think back – did you use toothpaste, deodorant, moisturizer, sunscreen, shampoo, conditioner, body wash, or cosmetics? If you're like most women, you probably use an average of 12 personal care products a day. So before you even walk out the door, you've already been exposed to upwards of 126 different chemicals from just those products alone!

Unfortunately, right now it's perfectly legal for cosmetic companies to use chemicals linked to cancer, birth defects, fertility problems, and hormone disruption in products we put on our body everyday. **This is unacceptable.**

Thanks to your calls for change, Congressional leaders reintroduced the federal Safe Cosmetics & Personal Care Products Act (H.R. 1385). If passed, this bill would keep personal care and salon products free of harmful chemicals like formaldehyde, 1,4-dioxane, lead, and mercury. The bill would also close labeling loopholes by requiring full ingredient disclosure directly on product labels and company websites, including ingredients in salon products and fragrance.

[Please show your support for this bill by taking a moment to urge your representative to stand-up for safe cosmetics by co-sponsoring the Safe Cosmetics & Personal Care Products Act of 2013.](#)

**YOU BROKE THE GRIDLOCK IN CONGRESS: Bi-partisan chemical safety bill introduced in the Senate**

This May, in response to the overwhelming public pressure to update our woefully inadequate laws on toxic chemicals, several senators came to the table and agreed on a new bi-partisan bill to overhaul our federal laws. As usual in politics, there is good and bad news.

The good news: Congress is starting to wake up and realize that protecting our families from toxic chemicals is NOT a partisan issue.

The bad news: The bill as drafted doesn't do nearly enough to protect pregnant women, children, or workers who are more likely to be harmed by exposure to toxic chemicals. It needs to be dramatically strengthened to adequately protect public health. So we need your help!

With 20 co-sponsors (ten from each party) already, now is the time to urge the Senate to protect women, children and workers in this new Chemical Safety Improvement Act (S. 1009). Thousands of women like you have already sent emails to your senators through our WVE Action Network, demanding that Congress include these critical provisions.

If you haven't, now is the time! Stay tuned to our updates for the latest ways you can get involved.