

# Women's Voices for the Earth



## WVE Accomplishments

### 2011 Victories

- Released *Dirty Secrets: What's Hiding in Your Cleaning Products*, a report revealing hidden toxic chemicals in top brand name cleaners.
- Convinced the FDA to warn **Brazilian Blowout** to stop mislabeling and lower levels of formaldehyde in their popular hair straighteners, and OSHA to issue two hazard alerts.
- Convinced **Clorox** to become the first mainstream cleaning product company to disclose all ingredients in their products, including a master list of fragrance ingredients.
- Successfully advocated for workers' rights provisions, including salon workers, to be included in the **Safe Cosmetics Act of 2011**.
- Garnered Senator Baucus' (D-MT) first public statement in support of the **Safe Chemicals Act**.
- Advocated for the **Cleaning Product Right to Know Act**, introduced in November, which would require cleaning products to bear a label listing all ingredients.
- Met face-to-face with **SC Johnson** and convinced them to disclose all ingredients (except fragrance) directly on product labels in the next 2-3 years.
- Organized the Congressional briefing "**Toxic Exposures in Salons**" in support of the Safe Cosmetics Act, and took two nail salon workers and one hair stylist to Washington, D.C. to share their personal stories.
- As a steering member of the Campaign for Safe Cosmetics, helped convince **Johnson & Johnson** to remove the cancer-causing chemicals formaldehyde and 1,4-dioxane from their baby shampoo.

- **Raised awareness** of toxic chemicals and women's health in the media with coverage of WVE's work in *Greenbiz.com*, *The LA Times*, *Wall Street Journal*, *Philadelphia Inquirer*, *Mother Jones*, *Rodale News*, NPR, CBS, Fox News, and more.

## Previous Victories

- Persuaded **Simple Green** to remove phthalates and synthetic musks from products.
- Revealed the presence of toxic chemicals in everyday products by releasing/co-releasing a number of crucial reports, including *What's That Smell?* (fragrances in cleaning products), *Disinfectant Overkill* (disinfectants), *Glossed Over* (nail polishes), *No More Toxic Tub* (leading children's bath products), *Not So Sexy* (leading perfumes and cologne) and *No Silver Lining* (common canned goods).
- Convinced **SC Johnson** to disclose all of the ingredients in their cleaning products online and to remove phthalates from all their products.
- Passed the **Montana Thermostat Recycling Act of 2009** with bi-partisan support, and raised the profile of the health impacts of mercury in MT.
- Influenced the American Cleaning Institute and the Consumer Specialty Products Association to release a **voluntary ingredient communication plan**, paving the way for broad consumer right-to-know efforts.
- Reached more than 14,000 women to date in their homes through the creation of the **Green Cleaning Party Kit** in English and Spanish, a tool to educate and activate women on toxic chemicals in cleaning products by providing recipes for non-toxic cleaning alternatives and advocacy actions to promote safer cleaners.
- Helped found and lead the national **Campaign for Safe Cosmetics**, a national coalition of organizations working to protect the health of consumers and workers by requiring the health and beauty industry to phase out the use of chemicals linked to cancer, birth defects and other health problems, and replace them with safer alternatives.
- Helped convince **OPI Inc.**, the largest global manufacturer of nail products for salons, to eliminate several major chemicals of concern from their nail polish products.
- Co-founded the **National Healthy Nail & Beauty Salon Alliance**, a network of some 35 organizations, scientific researchers, advocates and government agencies working to protect and improve the health and welfare of women working in the nation's nail salons.

- Co-founded and played an active role in the national **Coming Clean** Collaboration, a national network of more than 60 organizations working to change the practices of the chemical industry.
- Participated in regional and national studies of women's breast milk to examine the presence of toxic flame retardants and PCBs.
- Convince **Albertsons Inc.**, one of the nation's leading supermarket chains, to post visible warnings about mercury contamination in fish.
- Helped found and lead the **Montana Women Vote** Project (MWV), which registers and educates new voters during election years.
- Closed down or scaled back incinerators, labs and power plants, in conjunction with women at the grassroots level in Montana, Idaho and other states.