



WOMEN'S VOICE

Safe Chemicals Act Passes!

Thanks to WVE supporters, we made history this year: The Safe Chemicals Act passed out of Senate Environment and Public Works Committee in July as a result of the first vote on chemical safety in 36 years. Next stop: Senate floor.

The Safe Chemicals Act would protect us from toxic chemicals linked to cancer, fertility problems, hormone disruption, and other serious diseases. This summer's committee vote was the first step in turning this landmark bill into a law.

WVE supporters were an integral part in this success: emailing senators, calling to their offices, and spreading the word to extended communities. The women of WVE are the reason the Safe Chemicals Act is moving!

WVE is especially proud to report that key Senators, our state's own Senator Baucus and Senator Tester, signed on as co-sponsors of the bill.

We'll keep you posted on the progress, as there's still so much to do. In the meantime, it's time to celebrate!

NON-TOXIC TIP

CLEAN & FRESH LAUNDRY DETERGENT

WVE is excited to roll out a new laundry detergent recipe! With all the talk lately about a cancer-causing chemical in Tide®, we're excited to offer you a safe alternative.

- 1 cup soap flakes
- ½ cup washing soda
- ½ cup baking soda
- 1-2 T powdered oxygen bleach (optional for extra whitening power)

Make soap flakes by grating your favorite pure vegetable soap with a cheese grater. Mix ingredients together and store in a glass container. Use 1 tablespoon per load (2 for heavily soiled laundry), wash in warm or cold water.

Check out our website for more DIY recipes!

Brazilian Blowout Forced to Label Cancer-Causing Chemical

Back in October 2010, WVE exposed the fact that Brazilian Blowout was using dangerous levels of formaldehyde in their popular hair straightening treatments – even though the products were labeled “formaldehyde-free.”

Not anymore. As of January, Brazilian Blowout can no longer mislead stylists or consumers with false safety claims.

In an unprecedented move by the California Attorney General's office, the manufacturers of Brazilian Blowout and Acai Professional Smoothing Solution were required to cease deceptive advertising practices and put caution stickers on their products advising users that the product releases toxic

formaldehyde gas, which is linked to cancer.

This action is the result of a settlement agreement and is the first enforceable action by government authorities to address formaldehyde exposures associated with use of these products.

While we welcome this news, the victory is bittersweet—hair-straightening treatments like Brazilian Blowout are still allowed to contain high levels of formaldehyde. Therefore, WVE will continue to pressure the FDA to ban the use of formaldehyde in cosmetics.

Victory! Cosmetics Giant Johnson & Johnson Removes Cancer-Causing Chemicals

In a historical move this August, the women of WVE convinced one of the largest cosmetic companies in the world, Johnson & Johnson (makers of Aveeno, Neutrogena, ROC, Clean & Clear, Purpose, and Johnson's Baby Shampoo), to phase out chemicals that can cause cancer and harm our health—from all of its products in 57 countries around the world!

Last November, after the Campaign for Safe Cosmetics released Baby's Tub is Still Toxic* and thousands of outraged moms contacted the company, J&J committed to remove 1,4-dioxane and formaldehyde from its baby products. In August 2012,

the company announced its commitment to phase out those carcinogens and other toxic chemicals linked to birth defects, diabetes, hormone disruption, and breast cancer from their adult products too. While the company still has a lot to do (for example, these chemicals won't be completely removed until 2015 and there are still other chemicals of concern in their products), this is a great step forward. We'll continue working with the company to make sure their products are truly safe!

*WVE is a co-founder and on the steering committee of the Campaign for Safe Cosmetics.

Alliance Week of Action



Note from Erin

If you've been following WVE for any length of time, you've likely heard our mantra to companies: "Tell us what's in your products!" We have been demanding transparency in cleaning products since we launched our Safe Cleaning Products Initiative in 2007. But unless you are a chemist, this effort might not appear to have made much of a difference. Consumers went from not having any information about a product, to having a list of names they don't understand: *Propoxypropanol, Sodium C14-17 Sec-Alkyl Sulfonate, Glycolic Acid*. Say What?

But the truth is that ingredient transparency is pushing companies farther along than you might think.

Simple Green recently joined the ranks of other major cleaning product companies by finally disclosing their fragrance palette. Like other companies, this means that they are telling us what fragrances they use, but they aren't associating them with use in a particular product yet. The company posted their ingredients, along with this statement on their website:

"We have also mandated that none of our fragrance suppliers formulate any Simple Green fragrances containing Alkylphenols (APs), Alkylphenol ethoxylates (APEs), Formaldehyde, Nitro musks, Phthalates, or any known carcinogens, mutagens or reproductive toxins listed by: the U.S. National Toxicology Program, the European Union's Substances of Very High Concern program, the World Health Organization's International Agency for Research on Carcinogens, or the U.S. Environmental Protection Agency."

At the same time, we noticed that a nitro musk and phthalate appeared on their fragrance list.

When asked about this, Simple Green told us the list was wrong because they have reformulated to take those ingredients out. This confirmed our suspicion. *They were using these hazardous ingredients, reformulated, and then disclosed their ingredients to avoid public scrutiny.*

Similarly, after having their Ajax, Dynamo and Fab laundry detergents featured in the Environmental Working Group's Hall of Shame list, Phoenix Brands says they will remove formaldehyde from their products. In an email to WVE's director of Science and Research, the company said, "While our some of our products currently contain formaldehyde well within accepted ranges as a preservative, we are in the process of converting our formulations to use more effective ingredients."

These two examples prove that transparency leads to safer products. In the year ahead, we're working to reveal the secrets behind fragrances. This is the most protected class of ingredients in products today. And unfortunately, the more we learn from product testing, the more concerned we grow. One fragrance can be made up hundreds of different chemicals, many of which are suspected or known carcinogens, mutagens, or reproductive toxicants. In the coming year, we have new research to publish and a series of new campaigns aimed at the fragrance industry. It's high time that this industry is held to a higher standard – one that puts public health over profit.

Thanks for all you have done to keep pressure on companies, demanding your right to know what they are putting into the products you buy. Together we are changing an industry and ensuring healthy people and planet alike! We look forward to another year of women's voices calling on companies for safer products!

Erin Switalski

TOXIC BEAUTY: Salon Workers Speak Out

Meet Natalija. She's one of 15 salon

workers who traveled to Washington D.C. last week, calling on Congress and the White House to make salons safe.

Says Natalija, "I've always had a passion for being a stylist. But now I have to choose between that and my health. That's why I'm so glad I had the opportunity to go to D.C. last week to tell my story about how giving toxic Brazilian Blowout treatments altered my life forever. It was empowering."



Dubbed the Healthy Salon Week of Action, Natalija joined workers and advocates from across the country for a meeting with federal agencies, a one-day conference for salon workers and health advocates, and visits to several Congressional offices that resulted in three new co-sponsors for the federal Safe Cosmetics Act.

One of the week's highlights came when salon workers shared their personal stories at a meeting with representatives of the FDA, EPA,

OSHA, and White House Cabinet Secretary Christopher Lu. It was here that they presented more than 60 letters from hair stylists asking the FDA to recall toxic hair straighteners that contain formaldehyde. It was hard to find a dry eye in the room after hearing the moving testimonies.

Natalija reflects, "I was so grateful to get to go to D.C. to raise my voice for safe salons. And I just represent one of many – whether it's a stylist, a nail salon worker, or a client who's been affected by toxic chemicals – it could be any of us. I think we made a huge impact with our stories. I really feel like we made a difference."

Natalija and all the other salon workers who raised their voices in Washington, D.C. during this Week of Action are an inspiration to us. They took a stand for their health and their livelihoods, and there's no question that they made a difference.

The National Healthy Nail and Beauty Salon Alliance is a joint effort of the California Healthy Nail Salon Collaborative, National Asian Pacific American Women's Forum, and Women's Voices of the Earth.

DONORS

We are honored to acknowledge the following donations of \$50 or more received during the 2011 fiscal year. Every contribution, regardless of size, makes a meaningful difference in the success and reach of our work.

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Think of every donation to WVE as an investment for a healthier future. By raising our voices together through the campaigns and accessible opportunities for involvement that WVE creates, a new generation of empowered women is being heard – thanks to you!

DONATE ONLINE – www.womensvoices.org

SUSTAINING GIFTS – make automatic monthly payments to sustain WVE's work.

EMPLOYEE MATCHING GIFTS – Use your employer's matching gift programs.

TRIBUTE/MEMORIAL – Honor or remember a special individual with a gift.

BEQUEST – Designate WVE as a recipient of a cash gift or a percentage of your estate.

Get creative! Visit "More Ways to Give" at www.womensvoices.org.



Dirty Secrets Report: WVE Finds Hidden Carcinogens & More in Brand-Name Cleaners

Cleaning product companies are not required to tell you the chemicals they use in their products, and what they're hiding could be hazardous to your health.

In November 2011, WVE released a new report, *Dirty Secrets*,

which revealed the presence of hidden toxic chemicals in 20 top brand-name cleaning products. We discovered secret toxic ingredients in all of the products tested, including cancer-causing chemicals, reproductive toxins, hormone disruptors, and allergens. Here's the dirt:

- Tide Free & Gentle® and Bounce Free & Sensitive® contained 1,4-dioxane, a known cancer-causing chemical.
- Simple Green Naturals® also contained 1,4-dioxane as well as phthalates, a chemical linked to reproductive harm. Simple Green All-Purpose Cleaner® contained toluene, linked to pregnancy complications.
- Glade Tough Odor Solutions® contained phthalates and galaxolide, a chemical linked to hormone disruption.
- Clorox Clean-Up® contained chloroform and carbon tetrachloride, both linked to cancer.
- High levels of allergens appeared in fragranced air fresheners, yet there were no warning labels. Allergens were also found in products marketed as fragrance-free.
- None of these chemicals were listed on the product label.

These are just a few of our findings—you'll be shocked by what else we found. A copy of the report is available for download on our website. Read it to find out what's hiding in your cleaning products!

How is WVE moving this forward? Here is some good news: The Cleaning Product Right to Know Act was just introduced in Congress and will require companies to disclose all ingredients directly on the label.

Green Momma Parties Empower Women & Make Detoxing Fun

Who doesn't like parties? Especially a party with a purpose – yes, please! Women's Voices for the Earth's new Green Momma Parties are the latest DIY party that makes detoxing the home fun (yes, we said "fun"). With a room-by-room guide for eliminating harmful chemicals, do-it-yourself recipes with how-to videos, and easy ways to raise your voices together for safer products, Green Momma Parties empower women with knowledge, solutions, and action.

The Green Momma Party Guide is free to download on our website.

WHAT'S IN THE GREEN MOMMA PARTY GUIDE:

- Room-by-Room Guide of hidden hazards and practical solutions
- Do-it-yourself recipes & how-to videos for each recipe
- Non-Toxic Shopping Guide
- Five Take Action Tips for Green Mommas
- How to Host a Green Momma Party
- Suggested agenda
- Discussion Guide for the host to keep the conversation flowing



Want to host a Green Momma Party? Sign up to host one at www.womensvoices.org!

ACTION ALERT

With a name like "Tide Free & Gentle®," consumers trust this detergent to be safe. It turns out, however, that this popular product is hiding a nasty secret.

Test results in our recent report, *Dirty Secrets*, revealed a cancer-causing chemical called 1,4-dioxane hiding out in Tide® and Tide Free & Gentle®. To date, Procter & Gamble has ignored more than 78,000 people who have emailed the company and signed a petition asking for the removal of 1,4-dioxane.

What is most appalling is that Tide Free & Gentle® is marketed to moms as a healthier choice for their children's laundry. Yet, infants and children are more vulnerable to chemical exposures because their immune, neurological, and hormone systems are still developing.

The Tide website says: "*Safety: The Most Important Ingredient in Tide®.*" If that's true, then 1,4-dioxane should never have been in the product in the first place.

Join us in demanding that Procter & Gamble, makers of Tide, strip this harmful cancer-causing chemical out of Tide® and Tide Free & Gentle®! Visit www.womensvoices.org to take action today.

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87% of all gifts and donations to WVE go directly to our key campaigns & programs – exactly where you want your support to go.



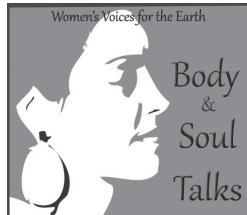
By achieving GuideStar's Seal for our commitment to transparency and our 5-star rating, WVE is recognized as a good investment choice for Fiscal Year 2011.



BODY & SOUL TALKS

Women's Voices for the Earth is excited to roll out our newest way for WVE members to connect with each other. Introducing... Body & Soul Talks!

Body & Soul Talks are hour-long phone calls and webinars on



different women's health issues with a savvy guest expert. They're a great way to get tips for avoiding toxic chemicals, and to "meet" and chat with other WVE women about issues you care about. Keep your eyes out for our fall Body & Soul Talk with guest expert Diane MacEachern of *Big Green Purse*.



Women's Voices For The Earth

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