



April 18, 2012

Robert McDonald
President, Chairman, CEO
Procter & Gamble
5299 Spring Grove Ave
Cincinnati, OH
45217-1087

Dear Mr. McDonald,

On behalf of the tens of thousands of consumers that our organizations represent, we are writing to request that Procter & Gamble immediately remove 1,4-dioxane from Tide Free & Gentle® and its other cleaning products that contain the chemical.

In November 2011, Women's Voices for the Earth (WVE) published the report, *Dirty Secrets: What's Hiding in Your Cleaning Products?* The report contained product testing results from an independent lab that found 1,4-dioxane in three out of five P&G products tested: Tide Free & Gentle® (89 ppm), Tide Original® (63 ppm), and Bounce Free & Sensitive® (.32 ppm).

1,4-dioxane is classified by the EPA as a probable human carcinogen and is on the State of California's Proposition 65 list of known carcinogens. Occupational exposure to 1,4-dioxane has been linked to kidney and liver damage in humans. Studies have also demonstrated reproductive and developmental effects in rodents¹.

It is especially concerning that this chemical was detected in Tide Free & Gentle®, which P&G markets to mothers as a "healthier choice" for their children's laundry. Infants and children are more vulnerable to chemical exposures like these because their immune, neurological, and hormone systems are still developing. This marketing is also egregiously misleading due to the presence of a cancer-causing chemical.

As a trusted company that has made strong commitments to health and sustainability, we urge P&G to publicly commit to removing 1,4-dioxane from its products immediately.

It is our understanding that the company does not intentionally add 1,4-dioxane but that it is a byproduct of the formulations. Yet, P&G has effectively demonstrated that it is possible to remove the chemical as achieved in 2010 with Herbal Essences shampoo®. In contrast to Herbal Essences®, the amount of 1,4-dioxane in Tide Free & Gentle® tested at **three times** the amount found in the shampoo. This level of 1,4-dioxane in a product certainly warrants immediate action from P&G.

To date, WVE and Healthy Child Healthy World have mobilized more than 76,000 people who have emailed P&G or signed a petition asking the company to remove 1,4-dioxane from Tide Free & Gentle® and other products that contain it. We believe that the company has an inherent responsibility to respond to its consumers' concerns.

Therefore, we request that P&G publicly commit to removing 1,4-dioxane from products that contain this cancer-causing chemical immediately. We kindly request a response to this letter by May 1, 2012 in order to avoid further escalation of this campaign.

We appreciate your prompt response and look forward to discussing the details of your commitment. Should you have any questions or wish to discuss this letter further, please contact Cassidy Randall, Campaign and Outreach Manager at Women's Voices for the Earth, to set up a meeting. She can be reached directly at (406) 543-3747 or cassidyr@womensvoices.org.

Sincerely,

Erin Switalski
Executive Director
Women's Voices for the Earth

Rachel Sarnoff
Executive Director
Healthy Child Healthy World

Kelli Barber, RN, MN
Co-Chair, Nurses Work Group
Health Care Without Harm

Barbara Sattler
Chair, Board of Directors
Alliance of Nurses for Healthy Environments

Jeanne Rizzo, RN,
President and CEO
Breast Cancer Fund

Rick Hind
Legislative Director
Greenpeace

Alisa Gravitz
Executive Director
Green America

Karuna Jaggar
Executive Director
Breast Cancer Action

Lois Gibbs
Executive Director
Center for Health, Environment & Justice (CHEJ)

Pamela K. Miller
Executive Director
Alaska Community Action on Toxics

Ivy Sager-Rosenthal
Campaign Director
Washington Toxics Coalition

Carolyn Raffensperger, M.A., J.D.
Executive Director
Science and Environmental Health Network

Raenell Nagel
Senior Director of Policy & Strategic Planning
Ohio Environmental Council

Lynn Thorp
National Campaigns Director
Clean Water Action

Lorena Garcia
Executive Director
Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR)

Rebecca Meuninck
Environmental Health Campaign Director
Ecology Center

Kathleen A. Curtis, LPN
Executive Director
Clean and Healthy New York

Tessa Hill
President
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Judy Braiman
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Empire State Consumer Project

Jason Howard
Policy & Communications Coordinator
Kentucky Environmental Foundation

Clay G. Colson
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Citizens for Sanity.Com, Inc.

Mark A. Mitchell M.D., MPH
Senior Policy Advisor
Connecticut Coalition for Environmental Justice

CC:
Robert Lindenshmidt
Director Product Safety & Regulatory Affairs

Clifford Henry
Associate Director, Global Sustainability

ⁱ Spath, D.P. "1,4-Dioxane Action Level." March 24, 1998. Memorandum from Spath, Chief of the Division of Drinking Water and Environmental Management, Department of Health Services, 601 North 7th Street, Sacramento, California 95814 to George Alexeeff, Deputy Director for Scientific Affairs, Office of Environmental Health Hazard Assessment. Viewed at: <http://www.oehha.ca.gov/water/pals/pdf/PAL14DIOXAN.pdf>