

The Story of a Healthy Future

Five years of victories with Women's Voices for the Earth.

Safe Cleaning Products

Safe Cosmetics

Safe Chemicals

Safe Salons

2008

Green Cleaning Party Kit launches, educating & activating 14,000 women on issues of toxic chemicals in cleaning products within their homes.

A Little Prettler releases, reporting on declining use of phthalates in personal care products & cosmetics.

The Soap & Detergent Association, and the Consumer Specialty Products Association release a voluntary ingredient communication plan, **setting an industry precedent for ingredient communication** & broader consumer right-to-know efforts.



Co-found **National Healthy Nail Salon Alliance**, the first network to protect and improve the conditions of women working in nail salons.

Convince **OPI Inc.**, the largest global manufacturer of nail products for salons, to eliminate several major chemicals of concern from their nail polish products.

2009



Convince **SC Johnson & Son** to disclose all ingredients in their cleaning products on a website & remove all phthalates.

Partner with Earthjustice in **suing four cleaning product manufacturers** for failing to follow a New York law for required ingredient disclosure in products.

Provide language & comments to Senator Al Franken's office for the **Household Products Labeling Act**, which would require disclosure of ingredients in cleaning products.



Release **No More Toxic Tub** with the Campaign for Safe Cosmetics, revealing the presence of 1,4-dioxane and formaldehyde in leading children's bath products.

Release **Phasing out the Toxic Trio: a Review of Popular Nail Polish Brands** in English and Vietnamese.

2010



Persuade **Simple Green** to remove phthalates and synthetic musks from products, through release of the report, **What's That Smell?**

Release the **Story of Cosmetics**, which receives more than one million views and rockets the issue of toxic chemicals in personal care products into the mainstream consciousness.



NY Department of Environmental Conservation announces that the agency will implement a law to require companies to reveal ingredients in products and any health risks they might pose.

Release **No Silver Lining** report on BPA in common canned goods.

Introduction of **Safe Cosmetics Act** in Congress.

2011

Release **Dirty Secrets: What's Hiding in Your Cleaning Products**, a report revealing hidden toxic chemicals in top brand cleaners.



1,500 companies sign the **Compact for Safe Cosmetics**, pledging to make safer products.

Successfully advocated for **workers' rights provisions** to be included in the Safe Cosmetics Act.

SC Johnson agrees to disclose all ingredients (except fragrance) directly on product labels in the next 2-3 years.

Convince **Clorox** to be the first mainstream cleaning product company to disclose all ingredients in their products, including fragrances, and to remove synthetic musks.

Organize the **Congressional briefing "Toxic Exposures in Salons"** in support of the Safe Cosmetics Act.

Convinced the FDA and OSHA to issue a warning letter and hazard alert on the **formaldehyde-containing Brazilian Blowout** hair straightening treatment.

2012

Convince **Johnson & Johnson**, one of the largest cosmetic companies in the world, to phase out chemicals that can cause cancer and harm health from all of its products in 57 countries.



Safe Chemicals Act passes out of the Senate committee in an historic vote – the first vote on chemical safety in 36 years.

The California Superior Court orders the **toxic formula of Brazilian Blowout off the market**, and gives the company 30 days to reformulate to remove formaldehyde to meet California air quality standards.



Release the **Green Momma Party Kit**, a tool for new moms to make a home detox fun instead of overwhelming.



Secure several new co-sponsors for the **Safe Cosmetics Act** as a result of the first Healthy Salon Week of Action in D.C., where salon workers & owners, advocates, and researchers came together to call on lawmakers for safer chemical use in cosmetics and salon products.