

The Story of a Healthy Future

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

Safe Cleaning Safe Cosmetics & Salons Safe Chemicals Feminine Care

2007



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

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

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



Prompt industry to develop a voluntary ingredient communication plan, **setting an industry precedent** for consumer right-to-know efforts.

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

Release **Glossed Over**, a ground breaking report on toxic chemicals in nail products & health impacts on salon workers.

2008



SC Johnson & Son commits to disclose all ingredients in their cleaning products & remove all phthalates.

The **Household Products Labeling Act** is introduced, which would require disclosure of ingredients in cleaning products.



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

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

Release **Disinfectant Overkill** in English & Spanish, a report on health impacts linked to overuse of disinfectant products, alongside the **Disinfectant Horror Show**, an animated video.

2009



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.



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

Release **Not So Sexy** report on toxic chemicals in leading perfumes and cologne.

Launched **Detox Your Home**, a 15-minute presentation designed for WVE members to give to other audiences.

2010

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.

Ensure **Workers' rights provisions** are included in the Safe Cosmetics Act.

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

2011

Convince **Clorox** to be the first mainstream cleaning product company to disclose all ingredients and remove synthetic musks.

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

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

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



Safe Chemicals Act passes out of the Senate committee in an historic 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 remove formaldehyde to meet California air quality standards.



2012



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 Salons Week** 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.

Nearly 100,000 women move the largest consumer product company on the planet, **Procter and Gamble**, to remove the carcinogen 1,4 dioxane from laundry detergents.



Launch a **Feminine Care Products campaign** with the release of **Chem Fatale**, the first report to explore health effects of toxic chemicals in feminine care products. In 2 months, the report reached 2 million women.

Report and infographic, **Secret Scents: How Hidden Fragrance Allergens Harm Public Health**, reaches over 2 million people with critical info on hidden allergens in fragrances.

Convince **Simple Green and Reckitt-Benckiser** to disclose fragrance allergens, and **Simple Green** removes the reproductive toxin, 2-butoxyethanol.



2013

Release the fact sheet, **Toxic Chemicals in Salon Products: Ingredients to Avoid**, that has been downloaded nearly 4,000 times.