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WVE Business Partners are committed to promoting healthy working environments for their employees, healthy products and services for customers, and to increasing awareness of the links between women's health and toxic chemicals.

Absolute Green	Makes 3
Ava Anderson Non-Toxic	Maxim Hygiene Products
Axis Physical Therapy	Meliora K
Berkley Green	Natracare
Diva Cup	Naturalena Brands
Earth Mama Angel Baby	Naturepedic
Earthly Roots Hair Studio	Orchidea Organics
The Good Food Store	Organic Lifestyle
The Green Light	Patagonia
Green Pinata Toys	Seventh Generation
Green Woman Store	Shecology
The Honest Company	Sungevity
Just the Goods	Supplet
Lullaby Earth	Sustain Condoms
Lunapads International	Sweet and Woodsy Aromatherapy
Lunette Cups	Thundress

Interested in becoming a business partner?

Email Robyn Hegland at [robynh@womensvoices.org](mailto:robynh@womensvoices.org)

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# CHANGING THE NARRATIVE

Dear Friends,

The dominant narrative in our society is that, in making products, some exposure to toxic chemicals is an acceptable risk. Manufacturers ask, 'how much of this toxic chemical can we use before it's harmful?' When the correct question to ask is, 'how can we ensure that no person or place is harmed in the making, use, or disposal of this product?'

You have been a champion in changing this dangerous narrative.

You are responsible for the shift in cleaning product ingredient disclosure. First they told you to trust them, that you didn't need to know what's in your products because they are making sure that the ingredients are safe. But you demanded to know. Then, they said that they couldn't tell you what's in your products because they had to keep valuable trade secrets. But you reiterated your right to know. Now they disclose almost everything (except the scents, and those are on the way).

You changed the story--from one where trade secrets were protected over health, to one where most agree that the public has a right to know what chemicals are ending up their bodies, homes, and communities. This is significant.

In the years ahead, your demands will shift the conversation even further. You are moving us from a belief system that accepts some harm, to one that recognizes that health – the health of women, their families, and the communities touched by the product – should come first.

Thank you for raising your voice to tell the story that needs to be told. We look forward to this challenge with you standing beside us.

In solidarity,



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Erin Switalski  
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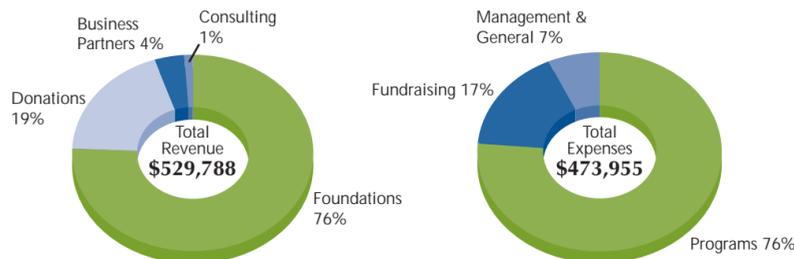
Your contributions make a meaningful difference in the success and reach of our work. We would like to thank the following donors for their support during Jan. 1, 2015 - June 30, 2016.

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## Fiscal Year 2015 Financials

(Jan 1, 2015 - Dec 31, 2015)



## Our Reach - 2015



## Who's talking about Women's Voices?

Number of times Women's Voices was expert or research was featured in a national, or international, print, online, radio or TV outlet = **166**

Major outlets include *The New York Times*, *The Guardian*, *The Nation*, *Women's Day*, *The Atlantic* and more.

## Facebook

27,875 fans  
43% growth  
Average monthly 335,000+ post reach

### MOST POPULAR POST:

Where is fragrance hiding?  
And WHAT is fragrance hiding?

**Fragrance is Everywhere!**

A single fragrance can consist of 100 or more chemicals, including those linked to cancer, infertility & birth defects, asthma & allergies.



368 Likes   1429 Shares   120,292 Reach

# THE VOICE

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## ELIMINATING TOXIC CHEMICALS FROM FEMININE CARE PRODUCTS

Products marketed as a way for women to ‘feel clean and fresh’ can contain chemicals that aren’t safe to use on one of the most absorbent parts of our bodies. That’s why you’ve taken action through the Detox the Box campaign. You are advocating for new legislation that will fill serious gaps in feminine-hygiene regulation. The Robin Danielson Feminine Hygiene Products Safety Act would require the National Institute of Health to research the impact of feminine care product ingredients on women’s health. And we’re not just talking tampons and pads—feminine cleansing products like douches wipes are included. Feminine wipes are a fast growing, toxic industry -- one we need your help to take on. We’ve recently released a fact sheet with the truth about feminine wipes. Learn more at [www.womensvoices.org/feminine-wipes-health-environment-concerns/](http://www.womensvoices.org/feminine-wipes-health-environment-concerns/)

## ...And Now, Everybody’s Talking Periods

2015 was dubbed ‘The Year of the Period,’ and Women’s Voices for the Earth is proud to be part of the movement to destigmatize menstruation. As a nation, we are discussing access, affordability and alternative methods. Because of you, the issue of toxic chemicals in menstrual products has also come to the forefront. You helped us publish the first report ever on the safety of feminine care products (Chem Fatale) and you launched the Detox the Box campaign targeting Procter & Gamble. Awareness shot up, and the issue entered popular culture. From Grace and Frankie to the Daily Show, people are talking about toxic chemicals in feminine care. This is a huge leap toward breaking the stigma and moving toward safer, healthier menstruation.

A major conversation catalyst was your victory last October, when we rallied outside of Procter & Gamble’s annual shareholder meeting. You stood up to say ‘this will not be brushed under the rug any longer,’ and Procter & Gamble heard your demands. Tens of thousands organized online to get the corporation’s attention, and a powerful group of women turned out to show their support for safe feminine care with signs that read ‘I Care. Period.’ And ‘Women should Always know what’s in their pads and tampons.’ You were featured in the New York Times.

And you were victorious. You moved the largest consumer products corporation in the world. After 2 years of campaigning, Procter & Gamble began to disclose some of the ingredients in their pads and tampons, and they agreed to be part of an ongoing conversation with Women’s Voices for the Earth to ensure their policies and products meet our demands as consumers. Because people like you care about this issue, the nation is talking, and change is happening!

But this is just the beginning. We know that you won’t rest until tampons and pads are free of harmful chemicals, and manufacturers adopt chemical screening processes that keep us safe. Let’s keep talking, keep organizing, and keep moving toward a safer, healthier world for all.



## Cracking Open the Fragrance Industry

You have done what was once considered impossible---cracked the armor of the fragrance industry. In November, we published a 3-part investigative report on the fragrance industry. It exposed that the current system for fragrance safety is in fact run by the fragrance industry itself and is green-lighting chemicals that reputable authoritative bodies and government agencies have restricted, banned or deemed hazardous. Armed with these facts, you called for an end to ingredient secrecy taking precedence over public health. The result has been astounding.

Two major companies - SC Johnson and Son (Windex, Glade) and RB (Lysol, Airwick) stated in their 2015 sustainability reports that they plan to achieve 100% ingredient transparency. SC Johnson is already most of the way there, except for about 1% of the fragrance ingredients in their products. In addition to updating their palette of fragrance ingredients, Procter & Gamble released

a list of ingredients that the company no longer uses in their fragranced products.



Policymakers are also starting to see that trade secret protection for fragrance is a myth. In April, Representative Israel re-introduced the Cleaning Product Right-to-Know Act, a bill that would require full disclosure of all ingredients, including fragrance ingredients, for cleaning products. A similar bill was also introduced in California, and green industry leaders such as Seventh Generation and Honest Company are actively campaigning and lobbying to support it.

Because you have been calling for it, companies now realize that women want to know what’s in their products. Your powerful voice is being heard. You are changing the narrative to one that understands that the health of women is paramount over business interests and maintaining trade secrets. Soon, full ingredient disclosure will be an expected part of doing business.

## SPOTLIGHT GALAXOLIDE

Since launching our Safe Cleaning Products Initiative in 2007, you’ve taken aim at ingredient disclosure and eliminating toxic chemicals from cleaning products – manufacturers have responded, making strides towards removing certain toxic chemicals & disclosing ingredients online. But there’s still work to be done. Escalating the conversation, we released an assessment of the common fragrance chemical, Galaxolide, which revealed it’s highly toxic to aquatic life and a growing problem to the Great Lakes region. Studies also show Galaxolide may interfere with hormones & other chemical signals in our bodies. Because of all the work you’ve done to demand more transparency from companies, we know that SC Johnson is currently using this toxic chemical in over 80 of their products, which raises serious questions about the integrity of their chemical safety screening process. If brands like Lysol and Airwick can eliminate this toxic fragrance ingredient, so can SCJ. Together, let’s make that happen. Learn more at [www.womensvoices.org/galaxolide](http://www.womensvoices.org/galaxolide)

## Putting Salon Workers in the Spotlight

This year, you put a largely unknown and overlooked problem on the national radar. In May of 2015—after years of calling out for the health and safety of salon workers—the New York Times published an investigative series detailing the egregious labor violations and toxic working conditions of nail salon workers in New York City.

Salon workers are facing serious health problems just from doing their jobs. Studies show numerous health risks for salon workers, including asthma, miscarriage and birth defects, cancer (including breast, lung and bladder cancer), and immune disorders such as lupus. About 85% of beauty workers are women, nearly half are women of color, and the U.S. Census estimates that women working in salons earn an average of \$26,700 per year. This doesn’t account for the high number of women who are (often illegally) working as contractors, renting a booth in a salon and being paid as little as \$30 for a 10-hour workday.

Your support for the National Healthy Nail and Beauty Salon Alliance (co-led by Women’s Voices and the California Healthy Nail Salon Collaborative) has resulted in three Healthy Salon Weeks of Action in Washington DC, bringing salon workers, owners and allies to the nation’s capitol

to lobby members of Congress, meet with federal agencies, and most importantly, network and support each other in this work. The 2014 Healthy Salon gathering was attended by the New York Times reporter who broke the story.

The attention you’ve brought to salon workers has already resulted in some amazing wins – from new laws requiring ventilation standards and increased monitoring of wages in New York, to policymakers in California moving to pass laws calling for salon product ingredient disclosure. We are on the path to improving salon worker health.

Moving forward, we welcome your support as the National Healthy Nail and Beauty Salon Alliance grows and strengthens, and works to add dignified working conditions to the definition of a ‘healthy salon.’ Like you, we believe that beauty should be synonymous with health and fair working conditions.



## UNRAVELING THE IMPACT OF TOXIC CHEMICALS ON SALON WORKERS

Salon workers, a population dominated by women, are exposed to a myriad of toxic chemicals every day in their workplaces linked to asthma, dermatitis, neurological symptoms, cancer & more. Working intimately with salon workers, we’re escalating pressure on the FDA to remove formaldehyde-releasing hair straighteners from the market and released our first-of-its-kind

report, *Beauty and Its Beast*, that analyzes the unique chemical exposures that salon workers experience, the health impacts they suffer, and the need for greater

regulation to ensure improved health and safety in the salon industry. Because no one should have to sacrifice their health for their paycheck. Visit [www.womensvoices.org/safe-salons/](http://www.womensvoices.org/safe-salons/)

## DONOR PROFILE: Meet Jessica Welborn



Jessica Welborn is a former board member and long-time donor and friend of Women’s Voices for the Earth. She is our neighbor in Missoula, where she operates the Mother’s Milk Bank of Montana. She is also mother to two little boys, which she calls ‘the hardest but most rewarding and amazing work I will ever do.’ Jessica is a strong advocate for moms everywhere. We sat down with her to talk about her involvement with our organization.

### HOW DID YOU FIRST GET INVOLVED WITH WOMEN’S VOICES?

Breast milk. Breast milk has been the thread running through all of my work. I studied it in grad school, and in my twenties I worked for an organization in the Bay Area called MOMS (Making Our Milk Safe), which is when I first encountered Women’s Voices for the Earth. MOMS was started by a group of nursing moms who were concerned about the issue of toxic chemicals in breast milk. As a small group just getting started, we looked to Women’s Voices for the Earth as a resource and an organization to aspire to. I started getting to know the staff and board, and when they asked me to join their board years later, I was so honored.

### WHAT WAS YOUR FIRST IMPRESSION OF THE ORGANIZATION?

I thought they were a bunch of super badass women doing really incredible, difficult work. Especially back in 2005 when I first got to know them, there was much less awareness about environmental toxins and health. It was a fringe issue, so what I saw them doing was so impressive. They were making waves, they continue to grow, and they’ve really popularized this growing problem.

### WHAT DO YOU WISH EVERYONE KNEW ABOUT THIS CAUSE?

This issue is so insidious. We may not be able to pinpoint the direct effects, so I definitely see people ‘freezing up’ and feeling overwhelmed by it. But this problem affects everyone, and in that sense it has the capacity to unify, which is very powerful. Women’s Voices for the Earth is the perfect example of this—it’s a group that brings people in from all different communities, and together we are bringing about change. While it’s ultimately major corporations and government that need to shift, our efforts, which might sometimes seem so small, truly are making a big difference in creating a cleaner, healthier environment.

### WHY DO YOU GIVE TO WVE? WHAT WOULD YOU TELL SOMEONE WHO IS THINKING OF GIVING?

Women’s Voices for the Earth has always been so incredibly savvy and innovative in allocating resources, and when I give to them I know that every dollar makes a difference in tackling these major environmental health issues. Their campaigns are successful—they’re an organization that really knows how to take on big corporations, institutions that seem untouchable. They don’t back down and they persevere until they see change. They’re also very accessible and they’re great at collaborating and building relationships, something I see larger organizations struggle to do.

### HOW IS THIS CAUSE PERSONAL TO YOU?

About ten years ago I participated in a study with my mom, where they took samples from us and tested them for more than 50 different toxic chemicals. The results were shocking—chemicals like BPA and flame retardants were found in my body. It made the issue very personal to me, but it also made me realize how personal this is for everyone, because chemicals were found in all of the study participants. Afterward, I was asked what I do to reduce my exposure, and I thought, ‘this is the wrong question.’ I live in a clean neighborhood, I eat organic, I am careful about the products I purchase, and I still am affected. I think about people who aren’t as privileged. It’s not a matter of people changing their habits, but about people coming together to change the world we live in.