



Summer's Deceive 2024 Boric Acid Campaign

Social Media Toolkit

Thank you for your willingness to help Women's Voices for the Earth (WVE) spread the word about our "Summer's Deceive" campaign. Through our work to eliminate toxic chemicals in products and the extractive practices in production and disposal of toxics, we are working to remove the conditions for disproportionate environmental harm.

This is why we are calling on Summer's Eve to address major reproductive health concerns connected to their Ultimate Odor Protection Products and Monistat Maintain Boric Acid Wash.

By adding your voice to this campaign, you can make a powerful statement that demands they act now to remove toxic chemicals in their products and put an end to deceptive marketing and language that is harmful to the health and well-being of consumers who use their intimate care products.

Within this digital toolkit, you will find resources designed to help you share this information with your network. Your voice matters, and your actions can make a difference. So, join us today!

[Click here to read the letter sent to Summer's Eve President and CEO, Ron Lombardi](#)

[Click here to access the official "Summer's Deceive" digital graphics.](#)

Primary Hashtag:

#SummersDeceive

Secondary Hashtags:

- #SummersEve
- #BoricAcid
- #ToxicChemicals
- #MenstrualCare
- #IntimateCare
- #DailyWash

Please tag the following social media handles in your posts


Summer's Eve:

- Instagram: @summerseve
- Facebook: @summerseve

Womens Voices for the Earth:

- Instagram: @womensvoices
- Facebook: @WeavingVoices
- X: @women4earth
- LinkedIn: Women's Voices for the Earth
- YouTube: @WomensVoices

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| <p>FB Post Post #1:</p> |  <p>Boric Acid is an EPA registered pesticide.</p> <p>TOXIC</p> <p>NEW! with BORIC ACID</p> <p>summer's eve Ultimate ODOR PROTECTION daily refreshing wash</p> <p>WVE WOMEN'S VOICES FOR THE EARTH</p> <p><i>Caption:</i></p> |
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 Boric Acid is an EPA registered pesticide and it has NO place in the intimate care products we use.

Three facts that we know:

✘ These intimate care products contain boric acid, a potent reproductive toxicant. Boric acid is prohibited from use in cosmetics in the European Union due to its classification as a reproductive toxicant.

✘ These products do not include any warning against use during pregnancy or pre-pregnancy.

✘ The marketing of these products is deceptive, leading customers to misunderstand the purpose/impact of the products and their ingredients, leads to unhealthy use.

 Tell Summer's Eve @summerseve that toxic chemicals and body shaming are NOT OK: <https://bit.ly/saynoboricacid>

#SummersDeceive #SummersEve
#BoricAcid #ToxicChemicals
#MenstrualCare #IntimateCare
#DailyWash

Post #2:



Caption #2:

📢 Tell Summer's Eve @summerseve that misleading customers is NOT OK:
<https://bit.ly/saynoboricacid>

What we know:

✗ The marketing incorrectly implies that daily vaginal exposure to boric acid is a preventative measure, when boric acid is only recommended by healthcare providers for vaginal use as a drug of last resort for chronic infections.

✗ The marketing of these products as “ph-balanced” incorrectly implies that these products will help fix or maintain a healthy vaginal pH to prevent infections or other conditions.

✗ The marketing of these products incorrectly implies that boric acid controls vaginal odor.

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IG Post

Carousel graphics:




Caption:

Summer's Eve @summerseve is aware of the "danger that may damage fertility or the unborn child."

Yet, there is NO warning on their product labeling. This is an unacceptable practice for an intimate care products corporation who millions of people rely on.

We have asked Summer's Eve to stop spreading the misinformation that boric acid controls vaginal odor and that vaginal application of boric acid is safe and healthy for daily use. This marketing leads consumers to be more likely to use these washes internally, as they seek to get at the perceived source of the odor.

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#SummersDeceive #SummersEve
#BoricAcid #ToxicChemicals
#MenstrualCare #IntimateCare
#DailyWash #ReproductiveJustice

X Post



TAKE ACTION:
Tell Summer's Eve
that Boric Acid
has NO place
in intimate care
products.

Send an email to
CEO: bit.ly/saynoboricacid

WVE
WOMEN'S VOICES FOR THE EARTH

Caption:

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LinkedIn



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About Women’s Voices for the Earth (WVE)

Women’s Voices for the Earth (WVE) has focused on building a future free from the impacts of toxic chemicals for almost 30 years. Rooted in gender justice and the environmental health movement by anchoring environmental justice work with an intersectional approach based on expertise in research, advocacy, and organizing.

Visit womensvoices.org for more information.