

The Campaign for Safe Cosmetics

www.SafeCosmetics.org

Agenda and Notes Spring Compact for Safe Cosmetics Signer Meeting

March 11, 2010

11:30am - 4:30pm

Hilton Anaheim, 777 Convention Way, Anaheim, CA

11:30 a.m.-12:00p.m. Registration

12 -12:30p.m. Welcome, Introductions, Campaign Updates & Agenda Review

*Lisa Archer, National Coordinator, Campaign for Safe Cosmetics (CSC),
Breast Cancer Fund (BCF)*

12:30-12:45p.m. New Skin Deep Tools for Compact Signers

Jane Houlihan, Vice President for Research, Environmental Working Group, CSC

12:45-1:05p.m. Safe Cosmetics and Public Policy: New Developments and Opportunities for Green Businesses

Janet Nudelman, Director of Program and Policy, CSC, BCF

1:05-1:20pm Working with the Campaign: Public Education Opportunities and Collaboration

Connie Engel, Program Associate, BCF, CSC

1:20-1:50p.m. Question and Answer Period

1:50-2:00p.m. Break, Refreshments

2:00-2:45p.m. Breakout Groups

Introduction, process and purpose *Lisa Archer*

- Policy and Opportunities (*facilitated by Janet Nudelman and Lisa Archer*)
- Formulation and Needs (*facilitated by Jane Houlihan and Connie Engel*)

2:45-3:05p.m. Report Back from Roundtable Discussions

3:05-4:00p.m. Group Discussion: The Future of the Compact

4:00-4:15 Wrap-up, Evaluations, and Next Steps
Lisa Archer

Welcome, Introductions, Campaign Updates, and Agenda Review –*Lisa Archer National Coordinator, Campaign for Safe Cosmetics*

The Campaign for Safe Cosmetics is a coalition of more than 150 women's health, environmental health and consumer organizations working to move the cosmetics industry away from the use of chemicals linked to cancer, reproductive harm and other adverse health outcomes and promote the transition to safer alternatives.

It's been a big year for the Campaign for Safe Cosmetics.

A few updates on our progress in educating the public about this important issue. In 2009, we educated millions of people about the problem of toxic chemicals in cosmetics and increased demand for safer, healthier products via:

- Innovative research reports documenting hidden toxic chemicals in baby and children's personal care products
- A nationwide speaking tour and partnering with groups across the country on grassroots public education
- An expanded *Skin Deep* cosmetics database
- Web 2.0 online organizing, including building active communities of supporters on facebook and twitter
- Media outreach that resulted more than a thousand news stories worldwide and regular coverage on a variety of blogs

Over the past year, new organizations have become active in our work including American Nurses Association, the YWCA, National Council of Churches, Green America, Moms Rising, and many other parent, consumer, worker and environmental health and justice organizations

To date, more than 1,400 companies have signed the Compact for Safe Cosmetics, and the number grows daily.

The Goal of the Compact for Safe Cosmetics is to phase out ingredients hazardous to human health or the environment and replace those ingredients with safer alternatives and to promote transparency and public accountability.

We believe that our efforts at the Campaign for Safe Cosmetics and your efforts to comply with the Compact are truly helping to raise the bar for safety in this industry and drive growing consumer awareness and demand for safer and more sustainable products.

Over time we have worked to create systems to help companies implement the Compact and also publicly reflect company participation in the Compact. We hope this meeting will provide you with a better understanding of the Compact and the tools and resources available to you to make this a meaningful commitment to safety.

We also want this to be a place for dialogue about your needs as you implement the Compact and ideas for making this process better and more effective, so during this meeting's Q&A sessions, and during the last part of the meeting we will have focused roundtables where there will be space for this. Since

the Compact has always been an evolving process, we'd like to use this meeting and future dialogues and calls to introduce and further refine this process to make it the best it can be.

Review of **Six Steps to Meeting the Compact for Safe Cosmetics**

1. Comply with the EU Cosmetics Directive.
2. Disclose all ingredients.
3. Publish and regularly update product information in EWG's Skin Deep database.
4. Comply with ingredient prohibitions and restrictions under the Compact for Safe Cosmetics and substitute ingredients of concern with safer alternatives.
5. Substantiate the safety of all products and ingredients with publicly available data.
6. Participate in the Campaign for Safe Cosmetics.

New Skin Deep Tools for Compact Signers—*Jane Houlihan, Vice President of Research, Environmental Working Group, CSC*

- In 200, 413 chemicals were found in 10 American newborns, 212 of these chemicals were banned 30 years ago
- Hormone-disrupting chemicals have been found in teens
- Puberty is occurring at age 7 for white girls; 6 years for black girls
- We need protect the health of consumers and workers with regulation and corporate responsibility

Safety Substantiation

The New Skin Deep Safety Substantiation tool

- To enter information to substantiate safety, you must fill out a disclosure agreement which allows Skin Deep to publish the studies you cite.
- If it contains confidential information – then enter the reference name
 - You can note “I’m not going to upload this document”
 - Or, you can upload a version with confidential information marked out
- Once you fax form back, you will be able to enter information from those studies
- Note whatever you are using to substantiate the data—e.g. sharing scientific data from your own research or from peer-reviewed literature, information from suppliers, MSDS sheets and even Skin Deep data.

- This safety substantiation tool also allows you to note compliance with ingredient prohibitions and restrictions in US, Canada, EU, or CIR, Japan, and International Fragrance Org
 - When you are not meeting these restriction, it will be flagged on your page. This will help identify ingredients you want to be concerned about

Certifying ingredient purity

- To help address scoring contamination issues, one part of the safety substantiation tool specifically deals with ingredient purity and allows you to submit product or ingredient test results to show that your product is free of a given contaminant. Skin Deep will then assess the submitted forms and make the necessary changes to your company's score.

Safe Cosmetics and Public Policy: New Developments and Opportunities for Green Business -- Janet Nudelman, Director of Program and Policy, CSC, BCF

Demand for Better Management of Chemicals in Consumer Products Has Grown

- People want a government that protects them from unsafe chemicals. Public opinion polling and common sense tells us that people know there is something in the environment that is making them sick and it doesn't take a rocket scientist to connect chemicals linked to cancer and reproductive harm (in consumer products, the air we breathe, the water we drink and the food we eat) to increasing rates of disease.
- The number of states that are considering legislation to more strictly regulate chemicals in consumer products – and congressional attention to this issue – has also grown. Policymakers at the state and federal level are also hearing from consumers across the country that they want toxic chemicals out of cosmetics.
- At the invitation of congressional offices, the Campaign crafted a set of policy recommendations – most of which mirror the Compact for Safe Cosmetics – that will protect consumers from unsafe chemicals in cosmetics and support businesses like yours that are creating safer products.
- Our policy recommendations focus on three central themes:
 1. Get rid of the “worst first” by banning harmful chemicals linked to cancer and reproductive harm from cosmetics
 2. Require complete labeling of ingredients in personal care products so consumers and workers can make informed choices and better protect themselves from harmful chemicals in cosmetics; and
 3. Ensure that all cosmetics ingredients are assessed for safety

Safe Cosmetics Legislation is Good for Consumers and Companies

Producers Right to Know

- Many of you are too small to do your own safety testing of ingredients, but can't get the information you need from suppliers, such as toxicity data on the chemicals or fragrances you're purchasing, or even a list of the ingredients in the fragrances or the preservatives you buy.
- Companies like yours want to protect consumers but can't get the information you need to do so. That's why we're asking for a **"Producer Right to Know"** plank in federal safe cosmetics legislation to:
 - Require chemical companies & suppliers of cosmetics or cosmetic ingredients to make available safety tests and ingredient lists to any entity purchasing cosmetics, fragrances or preservatives from them.
- We also think manufacturers of fragrances, individual cosmetic ingredients and raw materials should be required to **assess those ingredients for safety** so that when you buy these ingredients safety assessment come with them as a matter of course. The idea here is to place the responsibility for safety assessment as far upstream as possible.

Data Sharing

- We are asking for legislation that calls on the FDA to create a comprehensive, publicly accessible database of all available health and safety studies of cosmetic ingredients and contaminants plus any and all additional data available from state, national and international governmental sources.
- The ideal database would also include a listing of:
 - GRAS cosmetic ingredients;
 - All cosmetic ingredients that have been substantiated for safety by the FDA and deemed safe for use in cosmetics
 - A list of "do not use" CMR chemicals
 - A list of chemicals slated for future safety testing by FDA because they can be found through biomonitoring in people, or are ending up in drinking water, indoor or outdoor air or have been linked to neurotoxicity, asthma, endocrine disruption or persist or bioaccumulate in the environment; and finally
 - A list of chemicals for which no safety data exists.
- Having access to clear lists of safe, unsafe and untested chemicals will make your job of formulating safe products easier and less of a guessing game.
 - Data sharing will help small companies who don't have a huge R&D budget – or any budget for research and development at all.
 - It will also help reduce animal testing.
 - Companies using safer ingredients will continue to have an edge over companies that don't because the database will be publicly accessible and the Campaign for Safe Cosmetics – and others – will help users make sense of and navigate it.

VBan on CMR chemicals

- We're also asking federal policymakers to Ban CMRs in cosmetics to mirror the EU Cosmetics Directive and to go a step further by including C's and R's from other

authoritative scientific bodies lists like IARC, NTP, NIOSH and EPA.

- Compact signers already don't have most of these chemicals in their products.
- This is another chance for you to stand with the Campaign in your marketing and public posture by saying we've always been CMR free – unlike the big guys who will be arguing there's nothing wrong with having a little bit of a known carcinogen or repro toxin in your baby's shampoo or bubble bath.

Federal Safe Cosmetics Legislation will heighten awareness of the GOOD GUYS and the BAD GUYS in this dialogue and debate

- We know the demand for safe personal care products is only going to continue to increase once federal safe cosmetics legislation is introduced and more and more consumers become aware of not only the problem but of the existence of safe alternatives being produced by our compact signing community.
- Once federal safe cosmetics legislation has been introduced you'll be able to even better differentiate yourselves from the giant, mainstream cosmetic companies by standing with the Campaign and this legislation. And by offering your technical expertise and public support and public willingness to be a part of the solution.
- We believe federal safe cosmetics legislation will benefit the small businesses who are already ahead of the curve in making products without the most hazardous chemicals. Our end goal is to create a healthy green economy – one that protects people, workers and communities from unnecessary toxic exposures, and rewards the best and safest businesses practices.
- By standing with us, we think you'll be able to further reinforce and expand consumer trust in your product and visibility of your brand. You'll show Congress and consumers that the cosmetics industry doesn't walk and talk with one voice and that the choices consumers make when they shop in the beauty aisle are- by definition – personal and political – and can make them look beautiful and make their kids squeaky clean and can help save the planet and protect public health too!

**Working with the Campaign: Public Education Opportunities and Collaboration—
*Connie Engel, Program Associate, BCF, CSC***

We do outreach activities frequently, and we get to see people's dawning awareness that all products are not equally safe. Your involvement illustrates that safer alternatives exist.

Ways to get involved:

1. Send us samples or full size products. We often raffle a mixed set of full size products, so even a small box of products helps us reach out to individuals in the community.

2. Order our Unmasked or Blue compact brochures, and show your involvement with the campaign by sharing those in each shipment or sale.
3. Hold an educational forum – invite local speakers on toxics, green chemistry, and alternatives. Share your products and information. We will send you materials, and we have a PowerPoint template you can use to share the work of the Campaign.
4. Blog about cosmetic safety on your company blog or spread the message through facebook and twitter. Let us know if you want to help on any of these fronts by dropping an email to Alli Veen at aveen@breastcancerfund.org.

Q&A Session

Q: How do we enter impurities?

A: One of the safety substantiation tools specifically deals with ingredient purity. Companies can use that form to indicate to us that their product is free of a given contaminant (for example, by submitting product or ingredient test results). Skin Deep will assess the submitted forms and make the necessary changes to the score.

Q: How can you upload information that's not about ingredients specific to your product so it won't go into your own company portal?

A: You can email that information to skindeep@ewg.org

Q: How can we get a natural preservative?

A: We need more work to be done in the areas of Green Chemistry and biomimicry to help with key formulation questions.

Q: What's the Campaign's position on toxic packaging?

A: This is a good question – we haven't taken this on yet. In the UK, more companies are looking at the toxicity of the packaging. Plastipure is a good alternative because it is free of BPA free resins. Green groups haven't really embraced this issue yet.

Q: With the data gap, is there a way to not penalize ingredients that only have some data?

A: The lowest data gaps go on top so people will see that first. Filling the data gap is difficult because there are 8900 ingredients in the database. Many of these are not tested, which is why legislative reform would help fill those data gaps.

Group Discussion: The Future of the Compact

Comments from Compact Signers

- The Skin Deep database builds trust since it is a third party

- We're in it for the long haul. I have experience in high tech – people didn't think personal computers would be anything. Competitors banded together to show that it could work. I see this as the exact same thing. If we band together and tell people what's right, it will help things grow
- The Skin Deep database legitimizes company efforts. Advances in safe products come from smaller companies
- There is greenwashing going on with larger companies, but I am also seeing companies making big strides
- Check out Sustainable Works – in Santa Monica/Venice. The manual for their workshop is amazing!
- Our company saw sales double after our products were in Skin Deep
- 60% of people who found us were from EWG, but they bought based upon how well others said the products worked. Blog and word of mouth helps make the sell
- Making safe products is the moral thing to do
- Blogging is a way to spread the word. If you create a blog in wordpress, other blogs can link to it. It is very user-friendly
- Send a regular update on where the members of the Campaign for Safe Cosmetics will be traveling to
- In emails to signers, the Campaign should list new opportunities to get involved