



# Pledge to Prevent Pinkwashing

**Pinkwasher:** (pink'-wah-sheer) noun.

*A company or organization that claims to care about breast cancer by promoting a pink ribbon product, but at the same time produces, manufactures and/or sells products that are linked to the disease.*

I, \_\_\_\_\_ (name), representing \_\_\_\_\_ (name of corporation or organization) pledge to:

1. Take all necessary action to ensure that our products do not put people at risk of breast cancer. Our products will be free of carcinogens, endocrine disruptors and all other toxins that are known and/or suspected to increase a woman's risk of breast cancer.
2. Follow the precautionary principle by acting now to prevent harms related to breast cancer. We will not sell, produce or endorse products that are suspected of causing harm to human health, and have potential for causing increased risk of breast cancer, unless we have proven they are safe.
3. Never engage in pinkwashing by producing, selling or endorsing products in the name of breast cancer, including and not limited to, use of the pink ribbon, that themselves may put women and men at increased risk for developing the disease.

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Signature/Date

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Witness/Date

Pledges must be signed, dated, witnessed and returned to:

Breast Cancer Action, 55 New Montgomery Street, Suite 323, San Francisco, CA  
Phone: (415) 243-9301 FAX (415) 243-3996  
[www.bcaction.org](http://www.bcaction.org)