

**BREAST
CANCER
ACTION**

September 12, 2011

Elizabeth Thompson
President, Susan G. Komen for the Cure
5005 LBJ Freeway, Suite 250
Dallas, TX 75244

Dear Liz,

I am personally reaching out to you with my concern over the health impacts of Promise Me perfume.

As you know, Breast Cancer Action (BCAction) firmly believes in transparency and putting public health before private profit. We are committed to reducing people's involuntary exposures to toxins in the environment that are linked to breast cancer—that is, stopping breast cancer before it starts.

You are no doubt aware that many national breast cancer organizations have been working together for a number of years to ensure that cosmetics do not increase women's risk of getting breast cancer. In response to the growing evidence that fragrances are tied to multiple health concerns, BCAction has been particularly alarmed to see that earlier this year Susan G. Komen for the Cure (Komen) has chosen to commission a perfume.

The packaging and bottle of Promise Me do not contain a complete list of ingredients and so, in the hopes of allaying our concern, BCAction has contracted an independent laboratory to analyze Promise Me. Unfortunately, the resulting analysis shows that Promise Me contains a number of chemicals of concern which are not listed on the label. Several of these chemicals, including hormone disruptors and sensitizers, have been linked to serious adverse health effects.

In bringing these concerns about the negative health impact of Promise Me to your attention, I trust that you share my concern about preventing needless exposure to chemicals that may increase a woman's risk of breast cancer. As a global leader, Komen is in a unique position to use the information about your commissioned perfume to take immediate action to advance your "vision of a world without breast cancer."

In addition to taking necessary steps to ensure that Promise Me is immediately removed from sale and distribution, I urge Komen to require that all Komen partners who are profiting from sales of products in the name of breast cancer to demonstrate that these products do not increase a woman's risk of breast cancer.

I urge you to immediately take the following steps to ensure that women's health is prioritized over profit:

1. Take action to ensure that the Promise Me fragrance is immediately removed from distribution and sale until and unless it can be proven to be safe.

The precautionary principle requires that when there is suspected harm to public health, in the absence of scientific consensus, action must be taken to prevent the threat of harm. Furthermore, the burden of proof lies in demonstrating the product is safe. I strongly urge you to take all necessary steps to ensure that women are not exposed to the dangerous toxins in Promise Me.

2. Stop partnering with companies that manufacture or sell products which themselves contribute to the breast cancer epidemic.

Many companies benefit financially by affiliating with Komen and other breast cancer organizations. While we are pleased to see companies contribute to breast cancer charities, we cannot stand silent when these same companies contribute to a woman's increased risk of breast cancer. I urge you to leverage the power of Komen's brand to demand that each of your corporate partners takes all necessary steps to ensure that their products do not increase a woman's risk of breast cancer.

3. Sign the attached Pledge to Prevent Pinkwashing.

The term pinkwasher was coined by BCAction in 2002, as part of our Think Before You Pink® campaign, to un-mask companies making money by selling products in the name of breast cancer when those products are themselves linked to increased risk of the disease. I urge you to sign BCAction's Pledge to Prevent Pinkwashing.

As Komen looks to promote action this October, I hope that you begin by demonstrating Komen's commitment to action that stops cancer before it starts. I trust that you will elect to take immediate action to protect women from exposure to chemicals which may increase a woman's risk of breast cancer.

I look forward to your positive response before the end of business September 19th, 2011 before we take further action.

Sincerely,



Karuna R. Jaggar
Executive Director