



**think before
you pink.org** | BREAST
CANCER
ACTION®

Raise a Stink!

A Think Before You Pink® campaign of Breast Cancer Action

Pinkwashing puts profits before women's lives. For 10 years, Breast Cancer Action's (BCAction) Think Before You Pink® campaign has called out pinkwashers; companies or organizations that claim to care about breast cancer by promoting a pink ribbon product, but at the same time produce, manufacture, and/or sell products that are linked to the disease. This year, Susan G. Komen for the Cure has commissioned a perfume called Promise Me, which is being sold in the name of raising awareness of and money for breast cancer. Yet Promise Me contains chemicals not listed on the label that are regulated as toxic and hazardous, have not been adequately evaluated for human safety, and have demonstrated negative health effects. **Join BCAction and Raise a Stink!**



Health concerns associated with Promise Me perfume:

- Ingredients with demonstrated negative health effects;
- Chemicals that are regulated as toxic or hazardous;
- Chemicals that have not been adequately tested for human safety;
- A chemical banned by the International Fragrance Association (IFRA).

Two of the chemicals of concern are:

- Galaxolide – a synthetic musk that works as a hormone disruptor and is found in blood, breast milk, and even newborns.
- Toluene – a potent neurotoxicant linked to a variety of demonstrated negative health effects and is widely known as one of the toxic trio. Toluene is banned by IFRA.

These and several other chemicals are not identified on the product list of ingredients.

Only by independent testing of Promise Me was BCAction able to discover that the perfume contains chemicals that have severe negative health effects.

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Following the money:

- The manufacturer of Promise Me, TPR Holdings LLC, will donate 13.5% of all Promise Me sales to Komen. This works out to just \$7.97 per \$59 bottle.
- Based on Komen's annual report, we estimate that approximately 19% (or \$1.51 of each bottle) of proceeds will go to research.



Unregulated scents don't make sense:

- Manufacturers do not have to disclose the ingredients that constitute "fragrance" due to a regulatory gap in the Federal Fair Packaging and Labeling Act of 1973.
- The FDA currently lacks the authority to require manufacturers to test cosmetics and "fragrances" for safety before they are sold to consumers.
- Many chemicals that constitute "fragrance" have not been assessed for safety, including some found in Promise Me.

Why raise a stink?

Chemicals in "fragrance" are absorbed through the skin and inhaled. Some of these chemicals have crossed the placental barrier and are found in baby cord blood. Many of these chemicals end up inside people's bodies, including pregnant women, newborn babies and girls at critical periods of development.

Join Breast Cancer Action in demanding Komen take immediate action to do right by women. Tell Komen to:

- Immediately recall Promise Me perfume and let women who have already bought the perfume know about the possible health risks.
- Sign Breast Cancer Action's Pledge to Prevent Pinkwashing.

Here's how to take action:

- Send a letter to Komen electronically demanding they stop pinkwashing. Visit <http://bcaction.org/raise-a-stink/> to take action now!
- Change your Facebook status to: **Send a letter to Komen now — tell Komen to recall Promise Me perfume! When in doubt, leave it out!**
- Tell five friends that you want them to join the Raise a Stink! Campaign – direct them to our electronic letter.
- Instead of buying a pink ribbon product, consider donating directly to an organization of your choosing or go to www.bcaction.org to support this campaign and our efforts to end pinkwashing.