

Pledge to Prevent Pinkwashing

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.

SIGNATURE/DATE

PHONE

EMAIL

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

SENT TO CORPORATION BY

ACTIVIST'S NAME:

ACTIVIST'S CONTACT INFORMATION: