What’s Hiding in Your Cosmetics?

Presented by:

Karuna Jaggar, Executive Director at Breast Cancer Action

Janet Nudelman, Director of Program and Policy at Breast Cancer Fund & Director of the Campaign for Safe Cosmetics
Agenda

- Think Before You Pink
- Poison Isn’t Pretty Overview
- Problems with Cosmetic Industry
- Cosmetic Reform Legislation
- What you can do
Our Mission & Vision

To achieve health justice for all women at risk of and living with breast cancer

VISION: A world where lives and communities aren’t threatened by breast cancer.
BCAction’s Core Values

- Health justice
- Honesty, fearlessness, and truth-telling
- Honoring diverse voices
- People’s health and well-being
- Transparency and accountability
- Collective action
- Freedom from conflict of interest
Our Commitment to Social Justice

• Unequal burden of disease
• Root Causes
• Intersectionality
• Allyship
BCAction’s Strategic Priorities

1) Breast Cancer Screening, Diagnosis and Treatment
2) Root Causes of Breast Cancer
3) Pink Ribbon Marketing and Culture
Sahru Keiser

Program Manager
Janet Nudelman

Director of Program & Policy and Director of the Campaign for Safe Cosmetics
History of the Pink Ribbon
Pinkwasher: (pink’-wah-sher) 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.

think before you pink.org
Cosmetics and Pinkwashing
2015 Think Before You Pink

POISON ISN’T PRETTY
BREASTCANCERACTION.ORG
Look Good, Feel... Better?
Poison Isn’t Pretty

Chemicals of Concern incl.

- Fragrance
- Formaldehyde releasers
- PTFE, aka Teflon
- Hormone Disruptors

Products in this bag given to cancer patients contain chemicals linked to an increased risk of breast cancer and may interfere with breast cancer treatment.

Take action now

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Hormone Disruptors

- Linked to increased risk
- Can interfere with treatments

HORMONE DISRUPTORS LIKE PARABENS FOUND IN THESE PRODUCTS GIVEN TO CANCER PATIENTS ARE LINKED TO AN INCREASED RISK OF BREAST CANCER AND MAY INTERFERE WITH CANCER TREATMENT.

TAKE ACTION NOW

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Vulnerable Populations

- Cancer Patients
- Workers
- Communities of Color
Benefit without Harm

POISON ISN'T PRETTY
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Poison Isn’t Pretty

"PROMOTING ‘LOOKING GOOD’ WHILE DISREGARDING PATIENT HEALTH IMPERILS WOMEN THAT THE PROGRAM PURPORTS TO SUPPORT."

- Doris Ann Price
  BCAction Member
Feeling the Pressure

- Defending the program
- Public statements
- PCPC press release
- European Trade Association
The Power of Collective Action

NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD.

Indeed, it is the only thing that ever has.

—MARGARET MEAD
Take Action TODAY

1. Take action: Demand these multi-million dollar industry giants stop pinkwashing and start protecting women’s health.

2. Spread the word: Facebook, Twitter, email friends, etc.

3. Stay up to date on future legislation
The Campaign for Safe Cosmetics

www.SafeCosmetics.org

A project of the Breast Cancer Fund
Think About It...

Average
12 products per day
200+ chemicals per day
What toxic chemicals lurk in your cosmetics?
Chemicals in Personal Care Products

Toxic Chemicals
- Formaldehyde
- Dibutyl Phthalate
- Coal Tar

Health Impacts:
- Cancer
- Birth Defects
- Reproductive Problems
- Learning Disabilities
Some chemicals found in personal care products are also used to grease gears, stabilize pesticides and soften plastics.
Did you know phthalate exposure has been linked to early puberty in girls, a risk factor for later-life breast cancer?

The Campaign for Safe Cosmetics
Many cosmetics and personal care products contain chemicals linked to breast cancer

Breast Carcinogens
- 1,4-dioxane
- Ethylene oxide

Hormone Disruptors
- Parabens
- Musks
- Phthalates
- Triclosan
Products in drugstore shelves must be tested for safety, right?

No, they are not.
Failure of FDA
Personal Care Products

No Pre-Market Testing for Safety

No Recall Authority

No Adverse Event Reporting

$71 Billion Industry – Self-Regulated
FDA defers to safety panel funded by industry trade association the Cosmetic Toiletry and Fragrance Association (CTFA) -

Cosmetic Ingredient Review (CIR) panel

“In the absence of the CIR program, there would be no systematic examination of the safety of individual cosmetic ingredients.” - FDA's Director of the Office of Cosmetics and Colors
But I thought the government was protecting me!!!!
Personal Care Products Safety Act of 2015: Where it’s strong

- Register facilities, products, ingredients with FDA
- Require ingredient disclosure for professional salon products
- Require ingredient disclosure of web-based sales of cosmetic products
- Direct the FDA to assess the safety of 5 cosmetic chemicals a year
Personal Care Products Safety Act – Where it needs to be strengthened

- Stronger safety standard
- Fragrance chemicals should be disclosed
- Industry sharing of safety studies should be required
- Adverse event reporting must be publicly available
- No federal preemption
Safer products. Smarter laws.
What You Can Do - politically

- Urge the Senate HELP Committee to make cosmetic safety a top Committee priority
- Join the Campaign’s Rapid Response Media Team
Additional Resources

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Follow us! @SafeCosmeticsHQ

www.safecosmetics.org

Questions?
Contact Janet Nudelman
Janet@BreastCancerFund.org
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