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Contact: Shannon Coughlin, 415-336-2246, [scoughlin@breastcancerfund.org](mailto:scoughlin@breastcancerfund.org); Margie Kelly, 541-222-9699, [nyc.margie@gmail.com](mailto:nyc.margie@gmail.com)

## Who's Naughty and Who's Nice?

How retailers respond to consumer demand for safe personal care products

**SAN FRANCISCO** –When it comes to their commitment to cosmetics safety, some retailers are naughty and some are nice; some lead the market trend toward safer products and some lag behind. To get to the bottom of which stores consumers should support with their dollars as they shop for non-toxic stocking stuffers and which should get coal, today the **Campaign for Safe Cosmetics** released a report, **Retailer Therapy: Ranking retailers on their commitment to cosmetics safety**, putting a spotlight on **Walmart, Target, Macy's, CVS, Walgreens, Costco, Kroger** and **Whole Foods Market**.

"Retailers that sell personal care products are the gatekeepers of safety for their customers," said Janet Nudelman of the Campaign for Safe Cosmetics and the Breast Cancer Fund. "If the nation's biggest retailers commit to stop selling cosmetics with toxic chemicals linked to disease, manufacturers who want to keep selling to those retailers will comply. There is a rich history of retailers using their purchasing power to effect positive market change. When retailers said no to BPA in baby bottles or to old-growth lumber, the market responded."

**Whole Foods Market** is by far the leader, garnering nine out of a possible ten "kisses" in the ranking, because of its policy of screening out more than 400 chemicals of concern from its premium products; offering an extensive range of safer alternatives; and communicating its safety commitments and progress clearly to the public. At the other end of the spectrum, garnering only one kiss, is **Macy's**, which stated that government regulations are adequate to address cosmetics safety and that it trusted its vendors to ensure the products the company sells are safe. The company has a very limited selection of safer alternatives, with some of its stores not offering any alternatives at all. **CVS** trailed Whole Foods with five kisses, followed by **Walgreens** and **Target** with four, and **Walmart, Kroger** and **Costco** with three.

The \$50 billion personal care product industry in the United States is largely unregulated, meaning products you buy at your local retailer—from baby shampoo to lipstick to moisturizers—can contain chemicals linked to cancer, birth defects, infertility and other chronic diseases.

This report provides vital information to consumers, including:

- which retailers screen the personal care products they sell for harmful chemicals
- which have addressed the safety of their private label brands
- which promote and expand the sale of safer alternatives; and
- which help customers understand their store's commitment to health and safety.

The report reflects critical market trends, showing which retailers are responding to the growing demand for safer personal care products, the fastest growing segment of the cosmetics market, which is expected to top \$11 billion by 2016, due to rising consumer concern about hazardous chemicals in cosmetics.

The Campaign collected data for the report through direct communication with the companies, searches of their websites and corporate responsibility reports, and in-store shopper surveys conducted by volunteers

from organizations in Alaska, California, Connecticut, Florida, Kentucky, Massachusetts, Michigan, Minnesota, Montana, Oregon and Pennsylvania.

"The progress some retailers have made to stock safer products is encouraging," said Erin Switalski of the Campaign and Women's Voices for the Earth. "But we need regulations in place that put common-sense limits on toxic chemicals so that *all* women have access to safer products, whether they shop at Whole Foods or at dollar stores."

"Shoppers shouldn't have to be chemists to figure out how to avoid toxic ingredients in the cosmetics aisle," said Cindy Luppi of the Campaign and Clean Water Action. "We hope this report will encourage retailers to ensure that every one of their customers has access to safe, affordable personal care products, particularly in low income communities of color where much work is needed."

**The Campaign for Safe Cosmetics is available for interviews. Graphics available.** Please contact Shannon Coughlin, 415-336-2246, [scoughlin@breastcancerfund.org](mailto:scoughlin@breastcancerfund.org) or Margie Kelly, 541-222-9699, [nyc.margie@gmail.com](mailto:nyc.margie@gmail.com).

### **Other experts to Interview**

#### **Congress:**

**Rep. Jan Schakowsky, co-author of the Safe Cosmetics Act.** Contact: Adjoa Adofo, [Adjoa.Adofo@mail.house.gov](mailto:Adjoa.Adofo@mail.house.gov), (202) 226-6898. Quote: "I applaud the Campaign for Safe Cosmetics for putting out this valuable report to help consumers decide which retailers are selling personal care products with ingredients linked to cancer and other harmful health consequences. Consumers are increasingly seeking safe products, and the retailers who respond to that demand will see the benefit in their bottom line. Government oversight of the personal care products industry is weak, which is why Rep. Markey and I introduced the Safe Cosmetics Act, a bill that would eliminate dangerous toxins from personal care products once and for all. We'll continue to fight for stronger protections, but in the meantime, this type of information is exactly what consumers need to empower them to make healthy purchases. I hope the retailers who didn't score as high will take another look at the products on their shelves and look for safer alternatives."

**Rep. Ed Markey, co-author of the Safe Cosmetics Act.** Contact: Giselle Barry, [Giselle.Barry@mail.house.gov](mailto:Giselle.Barry@mail.house.gov), (202) 225-2836

#### **Cosmetics manufacturers:**

**Dr. Bronner's**, David Bronner, Founder. Please contact Shannon Coughlin, 415-336-2246, [scoughlin@breastcancerfund.org](mailto:scoughlin@breastcancerfund.org), for contact information.

**California Baby**, Jessica Iclisoy, Founder & Developer, [Jessica@californiababy.com](mailto:Jessica@californiababy.com)

**Baby Mantra**, Nupoor Patel, Owner, 248-497-9051, [Nupoor@baby-mantra.com](mailto:Nupoor@baby-mantra.com)