



Demand Unilever Disclose Fragrance Ingredients *Action Toolkit*

Although it's just one little word on an ingredient label, **fragrance can contain dozens, even hundreds, of chemicals—including known carcinogens, hormone-disruptors, environmental toxicants and other chemicals of concern.** In fact, fragrance allergies affect two to 11 percent of the general population. This translates into tens of millions of people who are globally affected by fragrance and studies suggest that this chemical sensitivity is on the rise. Without required fragrance ingredient disclosure, it is impossible for consumers to avoid problematic ingredients or for researchers and regulators to understand the full universe of ingredients used to formulate cosmetic products.

The Campaign for Safe Cosmetics, a project of the Breast Cancer Fund, is partnering with Rosa and Brandon Silk in **calling on Unilever to disclose all ingredients in Axe Body Spray and all other products.** Eighteen year old Brandon – and countless others like him – suffers serious, sometimes deadly, reactions to the secret ingredients in fragranced cosmetics and personal care products. In Brandon's case his mom, Rosa, reports for the last eight years she has been struggling to keep her son, an otherwise happy and healthy young man, in school and out of hospital emergency rooms to protect him from a severe, life-threatening allergy to one or more of the fragrance ingredients used in Axe Body Spray. Despite Rosa's pleas, Unilever the manufacturer of Axe Body Products refuses to disclose this vital information. Learn more from Rosa's [blog post](#).

Join us! This toolkit provides you with all materials needed to join the campaign. There are two main ways to take action:

1) Promote the social actions on Facebook and Twitter

Inside you'll find....

- Instructions for tagging Axe and Unilever and hashtags to use (page 2)
- Sample Facebook and Twitter posts (page 3)
- Shareable graphics (page 4)

2) Promote the letter to Unilever

Inside you'll find....

- Language for your landing page or action center (page 5)
- Language for the online letter your constituents will sign (page 6)
- Sample email to constituents (page 7)

If you have any questions about the action or need support, contact:

Sara Schmidt
Outreach and Organizing Manager
Breast Cancer Fund
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Facebook and Twitter Action

We're calling Axe and Unilever out on social media channels asking them to disclose all fragrance ingredients. Here's how to get involved:

HANDLES:

On Twitter, tag @Axe and @UnileverUSA. Twitter account pages:

[Axe](#)

[Unilever](#)

On Facebook, tag @Axe and @Unilever. Facebook account pages:

[Axe](#)

[Unilever](#)

Make sure you are using the correct pages and handles, as there are many similar pages.

HASHTAGS:

#findyourmagic (Axe's hashtag)

#righttoknow

#axestinks

#axaxe

HOW:

Using your Facebook and Twitter channels, post on your own page. You should tag Axe and Unilever, which will display not only to your own followers but will also appear on the companies' "visitor posts" page. Please incorporate one or more of the hashtags above, and feel free to add additional hashtags for your organization or constituency!

We want as many people as possible to tag Axe and Unilever during the four action days. Please make your own posts and ask your followers to make their own posts.

For reference, here are our social channels. For this action, we are only using Facebook and Twitter.



www.facebook.com/breastcancerfund
www.facebook.com/safecosmetics



<https://twitter.com/breastcancerfnd>
<https://twitter.com/safecosmeticsHQ>



<https://instagram.com/breastcancerfnd>
<https://instagram.com/safecosmeticsHQ>



www.pinterest.com/bcancerfund/
www.pinterest.com/safecosmeticsHQ



www.youtube.com/user/breastcancerfund
www.youtube.com/user/safecosmetics

SAMPLE POSTS

Here are a number of sample posts you can use on both social channels. Feel free to mix and match, just make sure you have the right tags and hashtags. Axe has the same handle on both Facebook and Twitter, but Unilever uses different ones, as noted above in the instructions. The character count is in parenthesis for your reference.

FACEBOOK

(137)

Hey @Axe and @Unilever, how can you #findyourmagic when you won't tell us what's in your scented products?
#axestinks #axaxe #righttoknow

(121)

@Axe tells me to #FindYourMagic, but they are hiding it from me! @Unilever, what's in your scented products?
#righttoknow

(157)

Hey @Axe, what's that smell? I don't know, because @Unilever won't tell me what ingredients are in "fragrance". We have a #righttoknow! Safecosmetics.org/AXE

(122)

Friends, help me tell @Axe and @Unilever that their scented products stink, and we want to know why!
Safecosmetics.org/AXE

(228)

Did you know that "fragrance" in your products can contain 120 individual chemicals, none of which have to be labeled? Tell @Axe and @Unilever to help #FindYourMagic by disclosing what ingredients they use! Safecosmetics.org/AXE

TWITTER

(140)

Hey @Axe and @UnileverUSA, how can you #findyourmagic when you won't tell us what's in your scented products?
#axestinks #axaxe #righttoknow

(124)

@Axe tells me to #FindYourMagic, but they are hiding it from me! @UnileverUSA, what's in your scented products?
#righttoknow

(138)

Hey @Axe, what's that smell? @UnileverUSA won't tell me what ingredients are in "fragrance". We have a #righttoknow!
Safecosmetics.org/AXE

(125)

Friends, help me tell @Axe and @UnileverUSA that their scented products stink, and we want to know why!
Safecosmetics.org/AXE

SOCIAL MEDIA

These four images are available for you to use with your posts. You can download the images by [CLICKING HERE](#).



This stinks!

And I want to know why!



I have the right to know what's in my products!



Letter to Unilever

In addition to the social actions, we are generating letters to Unilever asking them to disclose all ingredients in their scented products. You can see the action at www.safecosmetics.org/AXE.

LANDING PAGE LANGUAGE

Demand Unilever disclose their fragrance ingredients

Eighteen year old Brandon Silk and countless others like him suffer serious, sometimes deadly, reactions to the secret ingredients in fragranced cosmetics and personal care products. In Brandon's case his mom, Rosa, reports for the last eight years she has been struggling to keep her son, an otherwise happy and healthy young man, in school and out of hospital emergency rooms to protect him from a severe, life-threatening allergy to one or more of the fragrance ingredients used in Axe Body Spray. Despite Rosa's pleas, Unilever the manufacturer of Axe Body Products refuses to disclose this vital information.

Although it's just one little word on an ingredient label, fragrance can contain dozens, even hundreds, of chemicals—including known carcinogens, hormone-disruptors, environmental toxicants and other chemicals of concern. In fact, fragrance allergies affect two to 11 percent of the general population. This translates into tens of millions of people who are globally affected by fragrance and studies suggest that this chemical sensitivity is on the rise. Without required fragrance ingredient disclosure, it is impossible for consumers to avoid problematic ingredients or for researchers and regulators to understand the full universe of ingredients used to formulate cosmetic products.

Take action and demand Unilever fully disclose the fragrance ingredients in Axe Body Spray and other Unilever products.

Recipients:

External Affairs Director, Tom Langan
CEO, Paul Polman



LETTER TO UNILEVER

Mr. Paul Polman, CEO
Unilever Headquarters
100 Victoria Embankment
London EC4Y 0DY
United Kingdom

Cc: Tom Langan, External Affairs Director- North America

Dear Mr. Polman,

I recently read Rosa Silk's blog about her son Brandon Silk, who has been unable to attend high school because of possible exposure to the chemicals in Axe Body Spray—chemicals his doctors say, could kill him.

On behalf of Brandon and countless others who are also adversely impacted by fragrance allergies, I ask you to be an industry leader by taking the following steps:

- Fully disclose fragrance ingredients on your product labels.
- Eliminate and safely substitute the chemicals linked to cancer, reproductive and developmental harm and other health concerns in your cosmetic products.
- Support federally mandated fragrance ingredient disclosure.

To take these steps would demonstrate your commitment to the safety and good health of your consumers worldwide.

Federal law does not require manufacturers to list the secret – often toxic – ingredients that make up the “fragrance” in the 40 percent of personal care and beauty products on the market today that contain fragrance. However, hundreds of beauty and personal care companies are disclosing fragrance ingredients on their product labels anyway – not because they have to, but because it's the right thing to do. Unilever could raise the bar for the rest of the \$71 billion cosmetics industry by fully disclosing the fragrance ingredients in its products and the safety data associated with those ingredients.

Recent research conducted by the Campaign for Safe Cosmetics found that the vast majority of Unilever products contain fragrance, not just Axe products. Although it's just one little word on an ingredient label, fragrance can contain dozens, even hundreds, of chemicals—including known carcinogens, hormone-disruptors, environmental toxicants and other chemicals of concern. Fragrance allergy affects two to eleven percent of the general population. This translates into tens of millions of people globally affected by fragrance, and studies suggest that sensitivity is on the rise. Without required fragrance ingredient disclosure, it is impossible for consumers to avoid problematic ingredients or for researchers and regulators to understand the full universe of ingredients used to formulate cosmetic products.

As CEO of Unilever, please help Brandon and the countless others who could be suffering adverse reactions to your products by fully disclosing the fragrance ingredients in Axe Body Spray and other Unilever products.

As a longtime Unilever customer, one who is now questioning my loyalty to your brand, I trust that you will address my concerns, respond to my letter, and make the right choices to improve the safety of your products.

Sincerely,

NAME

SAMPLE EMAIL TO CONSTITUENTS

Dear NAME,

At the age of 10, my son Brandon started having an allergic reaction to an ingredient in Unilever’s popular Axe Body Spray. For the last eight years, we have been struggling to keep my son, an otherwise happy and healthy young man, in school and out of hospital emergency rooms due to one harmful word in this product: “fragrance.”

Although seemingly innocent, fragrance can be made up of dozens, even hundreds, of chemicals—including known carcinogens, hormone-disruptors and other toxic offenders used to scent a cosmetic or personal care product. Due to a gaping hole in federal law, manufacturers do not have to list the secret – often toxic – ingredients that make up the “fragrance” in the 40% of personal care and beauty products on the market today that contain fragrance. As a result, consumers, researchers and even regulators have very little access to safety data on the over 2300 chemicals used to formulate fragrance. What we do know, however, is that fragrance can contain chemicals linked to endocrine disruption, cancer, neurotoxicity, respiratory problems and reproductive harm. After many years researching what ingredients might be causing Brandon’s severe reactions, we still have no idea which chemicals are being used in Axe Body Spray or what ingredients are causing the problem. To this day Brandon must be very careful when he leaves the house.

Click to tell Unilever to disclose all fragrance ingredients on their labels!

As a mom, I want nothing more than to watch my son experience life fully, and for him to have the same opportunities that other teenagers do. Unfortunately, a normal life is the farthest from Brandon’s reality. Brandon can no longer go to school because of possible exposure to the chemicals in Axe Body Spray– chemicals his doctors say could kill him.

On behalf of Brandon and others affected by this life-threatening issue, I ask you to join me and urge Unilever to be an industry leader by:

- Fully disclosing fragrance ingredients on your product labels.
- Eliminating and safely substitute chemicals linked to cancer, reproductive and developmental harm and other health concerns in your cosmetic products.
- Supporting federally mandated fragrance ingredient disclosure.

Brandon shouldn’t have to miss out on his youth due to this serious allergic reaction, and people shouldn’t have to work so hard to find out what’s in our personal care products that may be causing us harm.

Join me in writing Unilever to demand full fragrance disclosure of these secret and harmful chemicals so that Brandon, and so many others like him, need not live in fear for their lives.

In good health,
Rosa and Brandon Silk