

Consumer Advocacy for Safe Air Fresheners



WVE is a national organization that engages women to advocate for the right to live in a healthy environment.



Erin Switalski
Executive Director
Women's Voices for the Earth

Why Women?

- Women are uniquely impacted by toxic chemicals in products
- Women make about 80% of all household buying decisions
- Company ads target women
- When surveyed, women from both political parties consistently rate the environment as one of their greatest concerns

Engaging Women to Make Change



How we Engage Women

Public Education & Media



Reaching women in their home



Women reach their own personal spheres of influence



Women demand corporate change



Women demand long-term policy change

Case Study: Green Cleaning Parties



- Over 1,100 women nationwide have hosted green cleaning parties, reaching an estimated 8,500 women
- Media stories in outlets including the *New York Times*, *LA Times*, “Good Morning America,” “CNN en Español” and more

Personal Sphere of Influence



Girl Scouts Host a Party in Madison, WI

- Hosting green cleaning parties for their friends and families
- Not buying air fresheners – using alternatives
- Blogging about the issue
- Hosting events at their school, church, etc.

Consumer Activism



Joyce Silberberger of Woodland Hills, CA. Her party is filmed by the "Today" show.

- Online petition to companies demanding disclosure of ingredients in products
- Call-in day to the Soap and Detergent Association – flooded them with calls
- Calls to the customer service lines of favorite product brands

Industry and Voluntary Disclosure

- Disclosure of ingredients in air care, automotive, cleaning, polishes and floor products
- Only required to disclose intentionally-added ingredients
- Manufacturers have the option to identify ingredients on a product label, website, or toll free #
- Ingredients in fragrances, dyes and preservatives will not be listed

SC Johnson Moves the Industry Towards Greater Disclosure



Where Next? Stronger Policy = Safer Products

- Full disclosure of product ingredients
- Pre-market safety studies
- Ban worst chemicals
- Incentives to develop safer chemicals



Federal Policies



- SB 1697. Franken labeling bill – Would require manufacturers of air fresheners to disclose all ingredients on product labels
- Reform of the Toxic Substances Control Act – Major overhaul of outdated 1976 law which assumed 62,000 chemicals on the market were safe

Resources

Women's Voices for the Earth

www.womenandenvironment.org

Safer Chemicals, Healthy Families Campaign

www.saferchemicals.org

Women's Health and Environment Initiative

www.womenshealthandenvironment.org