

Moving Beyond Compliance: Campaigns & Corporate Strategies

The Mind the Store Campaign *Challenging & Engaging Retailers to Develop Comprehensive Chemical Policies*

*Mike Schade, Mind the Store Campaign Director
Safer Chemicals, Healthy Families*

www.saferchemicals.org

www.mindthestore.org



Safer Chemicals, Healthy Families and the Mind the Store Campaign



A national effort to protect families from toxic chemicals.



Join the Movement

Thousands of people are pushing Congress and retailers for strong action on toxic chemicals.

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Who we are

The Safer Chemicals, Healthy Families coalition represents more than 11 million individuals and includes parents, health professionals, advocates for people with learning and developmental disabilities, reproductive health advocates, environmentalists and businesses from across the nation.



Tell the nation's top retailers to get tough on toxic chemicals in consumer products!

Take Action

New tool launched to help retailers move toward safer chemicals

As retailers increasingly respond to public demand to sell products that contain fewer toxic chemicals, a group of corporate and NGO leaders today released a new tool to establish common benchmarks intended to inform and hasten market movement toward safer chemicals. The tool, called the Chemical Footprint Project (CFP) will enable purchasers, such as retailers, [...]

Posted Dec 8, 2014



Kroger: Don't be a turkey this Thanksgiving – we don't want to be stuffed with toxic chemicals

Posted Nov 25, 2014



A win for women, by women. Hello fragrance ingredients!

Posted Nov 20, 2014

- [Why Retailers?](#)
- [Latest Updates](#)
- [Hazardous 100+](#)
- [Top Ten Retailers](#)
- [For Retailers](#)
- [How You Can Help](#)



Why Mind
the Store?

**Because with great market
power comes great
responsibility.**



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Ask of Retailers

“We request that you determine whether any of the *Hazardous 100+* are present in the products you sell, including products parts and packaging, and if so, that you develop a public action plan within the next twelve months that includes a timeline to address these chemicals, including reducing, eliminating or safely substituting the chemicals as appropriate.”



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The Hazardous 100+ Chemicals of High Concern



Flame retardants

Chemicals linked to cancer and damage to reproductive and nervous systems are lurking in couches, mattresses, electronics, appliances, and more.
See rap sheet »

FLAME RETARDANTS
CHARGE: REPRODUCTIVE DAMAGE



Phthalates

Chemicals linked to low testosterone, birth defects and cancer are used to soften vinyl plastic and can be found in products like school supplies and flooring.
See rap sheet »

PHTHALATES
CHARGE: BIRTH DEFECTS



BPA/BPS

These notorious hormone disrupting chemicals are found in polycarbonate plastics, garden hoses, food can linings, cash register receipts—and unfortunately—in our bodies.
See rap sheet »

BPA / BPS
CHARGE: HORMONE DISRUPTION



Parabens

Parabens have been identified as endocrine disruptors by the EU, Maine and Washington. They mimic the hormones that control functions like growth and sexual development.
See rap sheet »

PARABENS
CHARGE: HORMONE DISRUPTION



Chemicals in consumer products



Triclosan

This pesticide is found in products like toothpaste, cutting boards, yoga mats, hand soap, and cosmetics. It is a hormone disruptor and encourages the growth of drug-resistant bacteria.
See rap sheet »

TRICLOSAN
CHARGE: HORMONE DISRUPTION



PFCs

PFCs are a class of carcinogenic chemicals used to repel oil and water from clothing, carpeting, furniture, food packaging, and non-stick surfaces on cookware.
See rap sheet »

PFCs
CHARGE: CANCER



How We Created the Hazardous 100+ Chemicals List

- *State of California* — "List of Chemicals Known to Cause Cancer or Reproductive Toxicity" [i.e. the Prop 65 list] (884 substances) — Office of Environmental Health Hazard Assessment;
- *State of Maine* — "Designated Priority Chemicals" (2 substances) and "List of Chemicals of High Concern" (49 substances) — Department of Environmental Protection and Center for Disease Control and Prevention;
- *State of Minnesota* — "List of Priority Chemicals" (9 substances) — Pollution Control Agency and Department of Health;
- *State of Washington* — "List of Chemicals of High Concern to Children" (66 substances) — Department of Ecology and Department of Health;
- *United States* — "Existing Chemicals Action Plans" (10 substances) — Environmental Protection Agency; and
- *European Union* — "Authorisation List" (14 substances) and "Candidate List of Substances of Very High Concern for Authorisation" (138 substances) — European Chemicals Agency.

BizNGO Principles for Safer Chemicals

Provide a Framework for Retailers



The Business-NGO Working Group promotes the creation and adoption of safer chemicals and sustainable materials in a way that supports market transitions to a healthy economy, healthy environment, and healthy people.

BizNGO Endorsers

Businesses

American Sustainable Business Council
Brooks Sports
Construction Specialties, Inc.
Earthbound Farm
Green Harvest Technologies
Hewlett-Packard
Hospira
iHS
Method
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Organic Valley
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Sisters of St. Francis of Philadelphia
Washington Toxics Coalition
Women's Voices for the Earth

Principles for Safer Chemicals

Demand for products made from greener chemicals is growing rapidly. Consumers, investors and governments want chemicals that have low to no toxicity and degrade into innocuous substances in the environment.¹ Leading businesses are seeking to capture these emerging market opportunities by redesigning their products and catalyzing change in their supply chains.

To advance an economy where the production and use of chemicals are healthy for humans, as well as for our global environment and its non-human inhabitants, responsible companies and their supply chains should adopt and implement the following four principles for safer chemicals:

1. Know and disclose product chemistry. Manufacturers will identify the substances associated with and used in a product across its lifecycle and will increase as appropriate the transparency of the chemical constituents in their products, including the public disclosure of chemicals of high concern.² Buyers will request product chemistry data from their suppliers.

2. Assess and avoid hazards. Manufacturers will determine the hazard characteristics of chemical constituents and formulations in their products, use chemicals with inherently low hazard potential, prioritize chemicals of high concern for elimination, minimize exposure when hazards cannot be prevented, and redesign products and processes to avoid the use and/or generation of hazardous chemicals. Buyers will work with their suppliers to achieve this principle.

3. Commit to continuous improvement. Establish corporate governance structures, policies and practices that create a framework for the regular review of product and process chemistry, and that promote the use of chemicals, processes, and products with inherently lower hazard potential.

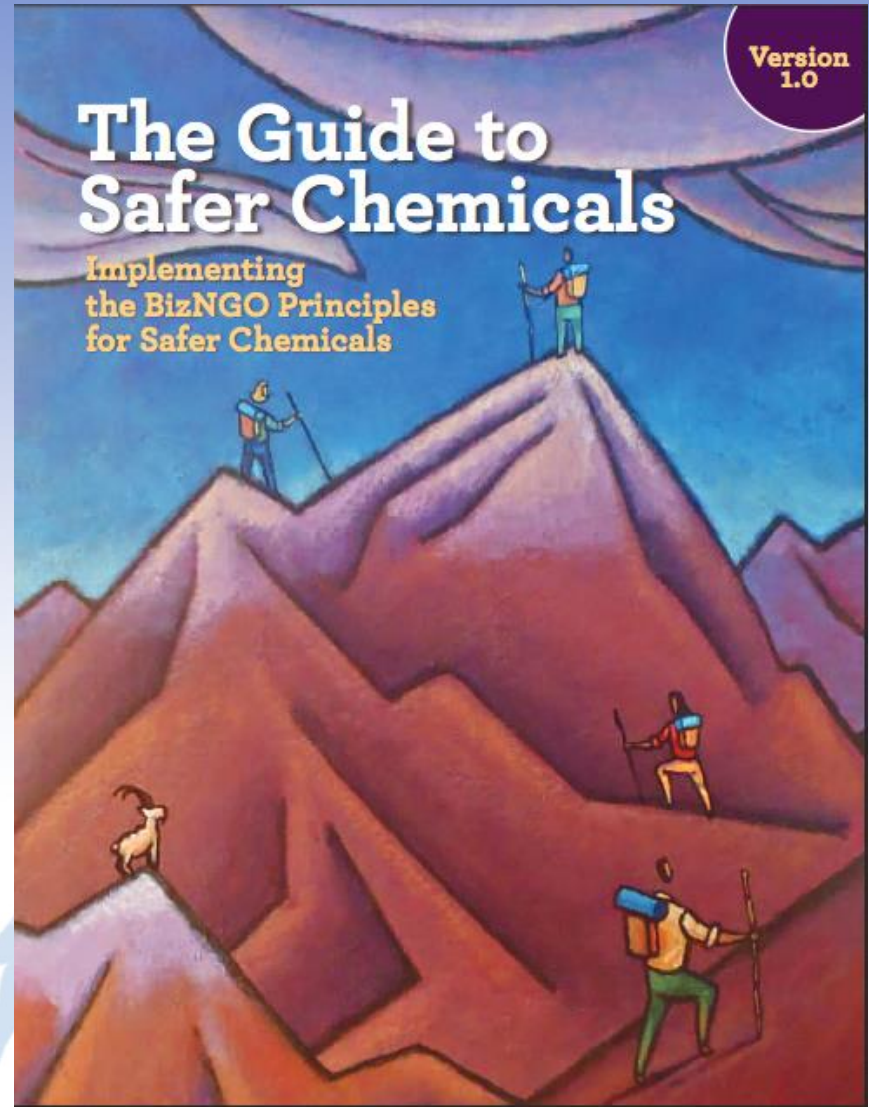
4. Support public policies and industry standards that: advance the implementation of the above three principles, ensure that comprehensive hazard data are available for chemicals on the market, take action to eliminate or reduce known hazards and promote a greener economy, including support for green chemistry research and education.

These principles are key features of an effective strategy for promoting, developing and using chemicals that are environmentally preferable across their entire lifecycle.

¹ These are two of the 12 Principles of Green Chemistry defined by Paul Anastas and John Warner in: *Green Chemistry: Theory and Practice*, 1999 (Dartford University Press; New York).

² "Chemicals of high concern" includes substances that have the following properties: (1) persistent, bioaccumulative and toxic (PBT); (2) very persistent and very bioaccumulative (vPvB); (3) very persistent and toxic (vPT); (4) very bioaccumulative and toxic (vBt); (5) carcinogenic; (6) mutagenic; (7) reproductive or developmental toxicant; (8) endocrine disruptor; or (9) neurotoxicant. "Toxic" (T) includes both human toxicity and ecotoxicity.

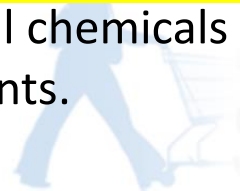
For further information, contact Mark Rossi, Chair, Business-NGO Working Group
mark@cleanproduction.org • www.bizngo.org • Mark@CleanProduction.org • 781.391.6743



Another useful framework: Five Essential Practices for Retailers, Brand Owners & Suppliers

1. Retailers, brand owners and suppliers will establish a goal of **reducing and eliminating the use of chemicals and materials of concern in products and manufacturing processes, and replacing them with alternatives that are transparently safer.** Their publicly available chemicals management plans will include **metrics and clear timeframes to measure continual progress** towards this goal. As a priority, retailers and brand owners will **identify relevant chemicals of high concern in products and supply chains, volume of those chemicals, and set goals for reducing both the number and volume of these chemicals.**

2. Retailers and brand owners will **know and publicly disclose the chemical ingredients in their products, product packaging and manufacturing processes.** They will do this by requiring their suppliers to give **full chemical disclosure including of fragrances, additives, contaminants, raw materials, colorants, flavorings and chemical by-products and they will make this information publicly available online and/or on product packaging.** A good first step is to disclose all chemicals of high concern in products including those under proprietary agreements.



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Five Essential Practices (cont'd)

3. Retailers, brand owners and suppliers will identify chemicals and materials in their products and/or supply chains for chemicals of concern for substitution with safer alternatives that have undergone comprehensive hazard screening. The hazard profile of a chemical will be determined using comprehensive human health and environmental endpoints and all data gaps for chemical information will be clearly stated.

4. Retailers, brand owners and suppliers will conduct or require alternatives assessment for chemicals of concern as set out in the Business-NGO [Principles of Alternatives Assessment](#). Alternatives will include a wide range of options ranging from simple elimination to informed substitution for safer chemical, material and non-chemical alternatives

5. Retailers, brand owners and suppliers will commit to continuous improvement in eliminating all chemicals and materials of concern in their supply chain and will support innovation and public policies that promote green chemistry, sustainable product design and manufacturing processes that protect human health and the environment. Retailers, brand owners and suppliers will publicly report on their progress in transitioning to safer chemicals and materials on their websites and in their shareholder reports.

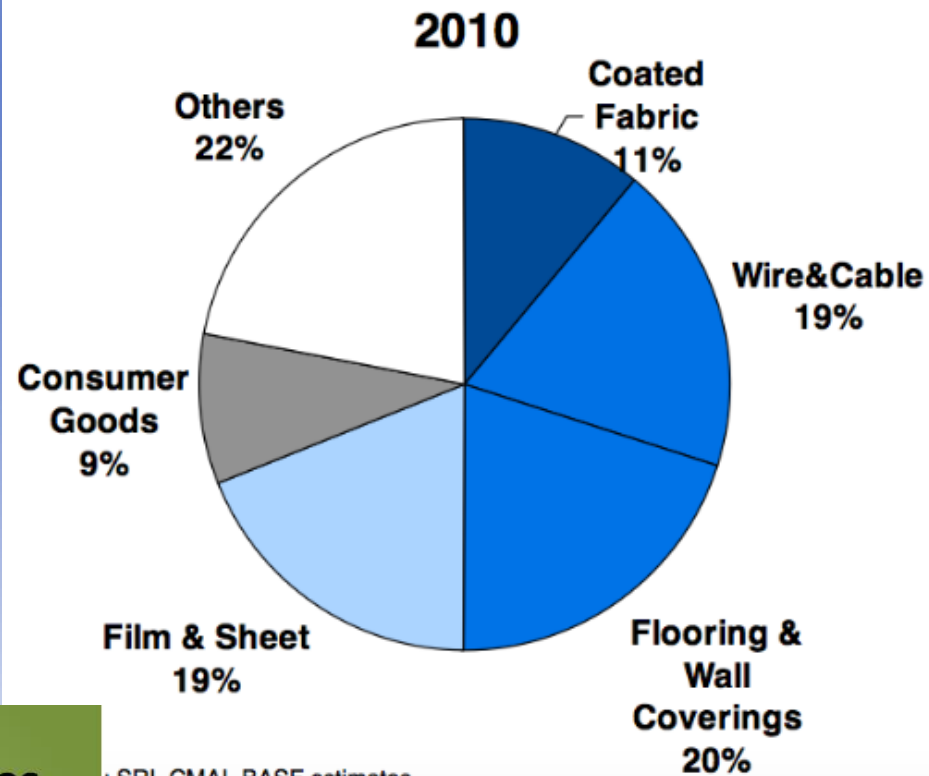
Retailers' Progress to Date Since Campaign Launch

- **Walmart** – Issued “Policy on Sustainable Chemistry in Consumables” in 2013 and “Implementation Guide” in 2014
- **Target** – Issued and updated “Sustainable Product Index” in 2013, updated and further expanded in 2015
- **New retailer policies** – 2014-2015 actions described in following slides...
- **A number of retailers** – In-person meetings with ongoing dialog toward action in expanding policies.



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Phthalates in Vinyl Flooring and Safer Substitutes



: SRI, CMAI, BASF estimates

Safer Substitutes Widely Available

- Alternatives to PVC without plasticizers
- (2014) Six alternative plasticizers identified with safer EH profile
- Two preferred alts:
 - * Biobased
 - * Well-studied
 - * Least toxic

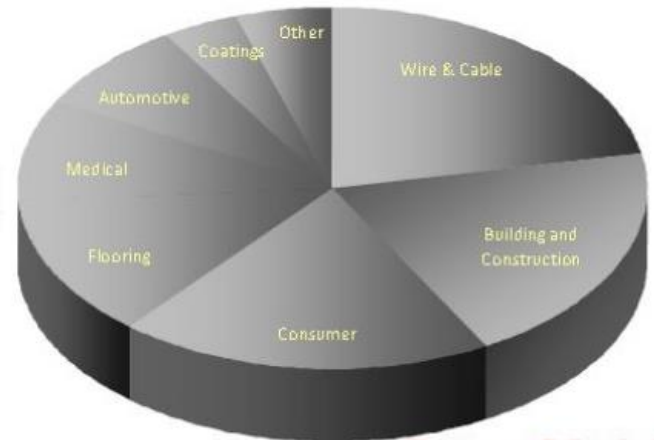


Phthalate-free Plasticizers in PVC

By Sarah Lott



Phthalates as plasticizers (alliance 2010 as solvents, etc.)



ExxonMobil
Chemical

The Home Depot: first retailer to phase out all phthalates in flooring

- Mind the Store worked in partnership with The Home Depot to develop and implement phthalates in flooring policy over 2014-2015
- Year-long engagement, testing, research support, and HBN report.
- Require suppliers to phase out of all added ortho-phthalates from flooring by end of 2015.



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BUSINESS DAY

Home Depot Says It Will Phase Out Chemical Used in Vinyl Flooring

By RACHEL ABRAMS APRIL 22, 2015



A Home Depot store in New Orleans. Consumer groups raised health concerns about ortho-phthalates in the store's products. William Widmer for The New York Times

Product testing to reveal flooring containing phthalates (e.g. DINP)



 **HEALTHY STUFF**
**Mind
the
Store**

New study: 58% of vinyl flooring
tested contains toxic phthalates,
chemicals harmful to children's health.

Learn more at HealthyStuff.org.

 **Safer Chemicals
Healthy Families**



 **HEALTHY STUFF**

New study finds phthalates in flooring, chemicals that off-gas into our homes and have been **linked to asthma in children**

To learn more, visit HealthyStuff.org

 **Mind the Store**

Lowe's joins Home Depot to phase out phthalates in flooring by end of 2015



71°
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The Charlotte Observer

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BUSINESS MAY 7, 2015

Lowe's to halt sale of flooring containing phthalates by end of 2015

VIDEOS

about 14 hours ago
ShopTalk video: Merrill Furniture

about 1
Color Merrill
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Menards makes the same commitment to eliminate phthalates by end of 2015

Politics

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Menards joins other retailers in dropping products with toxic chemical

By Lee Bergquist

July 8, 2015

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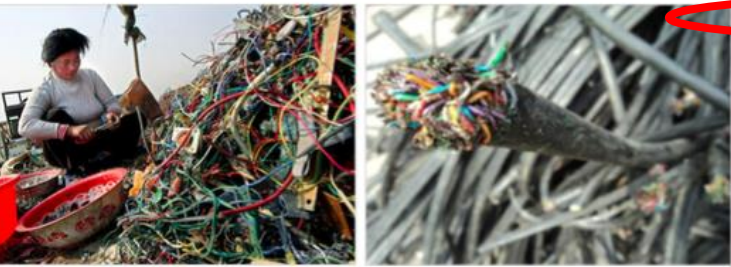
[Menards](#) said Wednesday it would stop selling vinyl flooring containing a toxic chemical — an apparent response to a public-relations campaign to pressure the Eau Claire-based company to join other retailers and end its use of the product.

Menards said it planned to stop selling any products containing phthalates (pronounced "tha-layts") at its home improvement stores by the end of year.

Recycled vinyl flooring sourced overseas – electronics waste – lead, cadmium, phthalates, flame retardants



Post-Consumer Polyvinyl Chloride in Building Products



A Healthy Building Network Evaluation for StopWaste and the Optimizing Recycling Collaboration

2015



Table 1. Ecology Center Elemental Analysis of 74 PVC Floors

Element	Inner Layer (recycled)			Top Layer (virgin)		
	Average (ppm)	Maximum (ppm)	% above 10 ppm	Average (ppm)	Maximum (ppm)	% above 10 ppm
Bismuth	52	141	58%	7	72	3%
Gold	107	255	89%	2	28	1%
Mercury	0	0	0%	0	0	0%
Element	Inner Layer (recycled)			Top Layer (virgin)		
	Average (ppm)	Maximum (ppm)	% above 100 ppm	Average (ppm)	Maximum (ppm)	% above 100 ppm
Arsenic	7	451	1%	0	0	0%
Bromine	194	2,328	60%	10	144	1%
Cadmium	1,846	22,974	36%	0	32	0%
Chromium	14	147	4%	0	0	0%
Lead	1,144	10,608	69%	5	82	0%
Manganese	227	754	78%	0	5	0%
Rubidium	127	641	41%	4	61	0%
Strontium	4,519	17,182	96%	19	208	3%
Titanium	12,317	63,623	99%	10,380	149,492	92%
Element	Inner Layer (recycled)			Top Layer (virgin)		
	Average (ppm)	Maximum (ppm)	% above 1,000 ppm	Average (ppm)	Maximum (ppm)	% above 1,000 ppm
Antimony	21,784	134,957	47%	44	1,392	3%
Barium	3,505	40,509	35%	824	9,316	22%
Calcium	524,335	711,766	100%	11,192	189,546	14%
Copper	1,343	2,260	85%	183	1,124	1%
Iron	7,506	44,574	93%	320	3,222	7%
Tin	21,784	134,957	47%	44	1,392	3%
Zinc	2,929	7,460	91%	283	1,082	1%

Joint announcement with Lumber Liquidators: first retailer to eliminate contaminated vinyl scrap plastic



FLOOR PLANS



Lumber Liquidators Promises To Sell Vinyl Flooring Free Of Potentially Dangerous Chemicals

By Mary Beth Quirk November 17, 2015

LUMBER LIQUIDATORS
HARDWOOD FLOORS FOR LESS

Live Chat | Call Back | Store Locator | My Account

vinyl-wood-plank-flooring

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WOOD SPECIES ?

Acacia (1)

Oak (2)

FLOORING THICKNESS ?

3 mm (1)

4 mm (2)

5 mm (0)

PLANK WIDTH ?

Wide Plank (3)

PRICE RANGE ?

Vinyl Plank Flooring

These highly durable vinyl flooring planks come in ultra-realistic wood and tile looks, are water-resistant (great for bathrooms, kitchens and mudrooms), have a great warmth and texture under your feet, and install with "peel-and-stick" or click-together ease.

Top Rated Vinyl Wood Plank

- Eliminate all phthalates as of September 1, 2015.
- Testing – lead as high as 10,000 PPM, cadmium at 20,000 PPM from 6 top retailers
- First major retailer to ban recycled vinyl due to e-waste contamination
- Limit lead to 100 PPM – prevent recycled vinyl flooring being used
- Restrictions on cadmium, brominated flame retardants and other metals

Multi Billion Major Market Impact

- Home Depot - #1 home improvement retailer in U.S. and worldwide - ~ **\$6 billion sales of flooring / year ***
- Lowe's - #2 home improvement retailer in U.S. and worldwide - ~ **\$3.2 billion sales of flooring/year ***
- Lumber Liquidators – largest dedicated retailer of Flooring – ~ **\$1 billion sales of flooring ***
- Menards - #3 home improvement chain in the U.S. – sales data not available.

** Note – flooring sales include vinyl and other flooring materials as well.*



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Engaging other regional/national flooring retailers August 2015 letters to top 20 national/regional floor stores

Vol. 62 No. 14 A Hearst Business Publication July 22, 2013 675



FLOOR COVERING WEEKLY
The Industry's Business News & Information Resource



Key findings:
Harvard University's Joint Center for Housing Studies

STATISTICAL REPORT '12

Stability, increase comes from residential replacement, builder markets

2012 U.S. Floor Covering Sales: \$18.76 billion

Chart 1

In 2012, U.S. floor coverings sales experienced its strongest growth since the start of the Great Recession, according to the Catalina Research report. Manufacturer dollar sales are estimated to have increased closer to 10.4 percent in 2012. Builder purchases lagged starts since the upturn in builder activity was centered in the multi-family sector. Since a

Rank	Company	Sales (in millions)		% Change	Locations	
in '13		'13	vs. '12		'14 vs. '13	
1	1 Lumber Liquidators Toano, VA	\$1,000.2	\$813.3	+23.0%	348	318
2	2 Empire Home Services/dba Empire Carpets Northlake, IL	\$646.0*	\$660.0*	-2.1%	70+	70+
3	3 Floor & Decor Kennesaw, GA	\$323.5 *	\$290.9*	+11.2%	35	35
4	4 Redi Carpet Houston, TX	\$181.0	\$157.0*	+15.3%	21	18
5	6 Rite Rug Columbus, OH	\$178.0	\$139.2	+27.9%	32	29
6	5 ABC Carpet & Home New York, NY	\$145.0	\$140.0	+3.6%	4	4
7	8 Great Floors Coeur d'Alene, ID	\$100.5	\$85.1*	+18.1%	18	17
8	8 Nebraska Furniture Mart Omaha, NE	\$94.8	\$86.2	+10.0%	5	5
9	7 Avalon Carpet Tile and Flooring Cherry Hill, NJ	\$92.0	\$87.5	+5.1%	14	14
10	10 Carpet Exchange/GSO Investments, Denver, CO	\$79.0	\$66.0	+19.7%	19	19



Largest manufacturer of furniture in world sets timeframe for eliminating flame retardants in furniture



Largest manufacturer of furniture in the world ~ \$4 billion in sales.

Watchdog update: Nation's biggest furniture retailer drops flame retardants



From this article



How to determine if flame retardants in furniture
Jan. 23, 2015

Related



Chemical industry flame retardants
Aug. 29, 2014

“Bob Luedeka, executive director of the Polyurethane Foam Association, said that if industry leader Ashley follows other companies and stops using flame retardants, the chemicals ‘could be a thing of the past in residential furniture.’”

Tags on furniture now should say whether the item has any flame retardants added. (Zbigniew Bzdak, Chicago Tribune)



Engaging Other Leading Furniture Retailers



Terry J. Lundgren, Chief Executive Officer and Chairman of the Board
Macy's
7 West 7th Street
Cincinnati, OH 45202



August 11, 2015

Re: **Your Customers Want Safer Furniture Free From Toxic Flame Retardant Chemicals**

Dear Mr. Lundgren:

We are writing to ask you to join a significant movement in the marketplace to improve product safety and to address growing customer concerns about the widespread use of toxic flame retardant chemicals in furniture. **In light of the recent changes to California's TB 117 flammability standards, we encourage you to take steps to improve your company's sustainability program, by eliminating toxic flame retardant chemicals from the upholstered furniture and other products that you sell and labeling your products nationwide.**

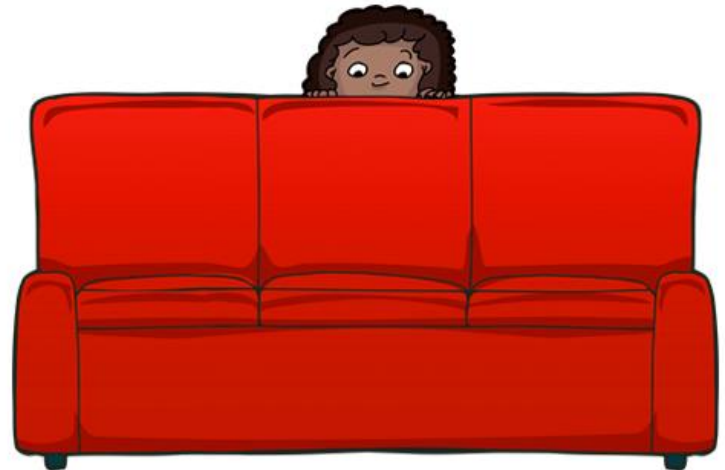
We represent a coalition of consumer safety and public health organizations working together through the Mind the Store Campaign, a project of the national Safer Chemicals Healthy Families coalition. (Visit us on the web at: <http://saferchemicals.org/mind-the-store/>).

Toxic flame retardant chemicals can be found in couches and sofas across the country. These chemicals have been linked to real and measurable health impacts. Studies show women with higher levels of flame retardants in their blood can take longer to get pregnant and have smaller babies. Studies also show that children exposed in the womb can have lower IQs and attention problems. Other studies have linked flame retardants to cancer, male infertility, male birth defects, and early puberty in girls. Recent studies have even linked toxic flame retardants to autism and obesity.

Because of the widespread use of flame retardant chemicals, Americans carry much higher levels of these chemicals in their bodies than anyone else in the world. They migrate out of couches, get into the dust inside our homes and make their way into our bodies, even children and pregnant women. Experts say these chemicals are also ineffective in preventing furniture fires and are linked to serious health effects. In fact, the chemicals can make fires even more toxic by forming deadly gases and soot -- which pose avoidable dangers to firefighters.

Recent changes to California's flammability standards now provide better safety without the use of these toxic chemicals. The new standard, which became mandatory as of January 1, 2015, can be met without the addition of flame retardant chemicals. It does not prevent the use of toxic flame retardants, however, so they may still be used in furniture foam; this makes it critical for retailers like Macy's to work with suppliers to eliminate their use in foam and textiles.

Other leading retailers are already bringing to market furniture without toxic flame retardants. Ashley Furniture, the largest manufacturer and retailer of furniture in the country, recently announced, "that after working closely with our supply chain, upholstered furniture manufactured by or for us as of January 1, 2015, does not use flame retardant chemicals. In addition, all our upholstered furniture, no matter where it is shipped in the US, includes a label that complies with the requirements of California's SB-1019." Other major furniture retailers including Walmart, Ikea, Crate & Barrel, Room & Board, the Futon Shop, La-Z-Boy, Williams Sonoma (Pottery Barn, West Elm), Ikea, Ethan Allen, and Restoration Hardware have either eliminated or committed to eliminate flame retardants in furniture. Big office furniture purchasers, like Facebook, Kaiser Permanente, Dignity Health, and Yahoo! have also signed a pledge to buy office furniture without toxic flame retardants. A recent survey by the Center for Environmental Health shows



macy's, **MAKE ALL SOFAS SAFE!**

Other big retailers like IKEA, Walmart, and Ashley Furniture are phasing out toxic flame retardants. **So can Macy's!**



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MINDTHESTORE.ORG



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Macy's adopts policy eliminating flame retardants in furniture



Macy's – sells over \$1 billion of furniture annually.

e

“We will be instructing any remaining suppliers who are using these chemicals to cease doing so...If we do identify a vendor that is still applying the old flame retardants, we will be requiring them to cease doing so immediately.”

“In the coming days, we will be sending the survey to all of our furniture vendors and asking them to certify that they no longer are using the flame retardant chemicals. If any are still using the flame retardants, we will ask them to cease immediately.

We will report back to you on the findings of our vendor survey. We are asking from a response back from each vendor no later than December 31, but we will be following up in November from any vendor that does not respond quickly.



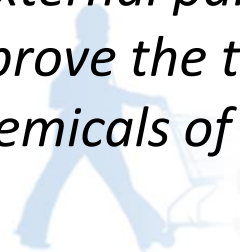
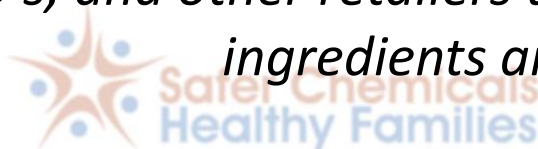
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Walgreens Commits to Develop “Chemical Sustainability Program”

*“We understand that it is critical to continue our work with the vendor and retail community to address product ingredients **and we recently initiated organizational changes that identify this as a key component of our company's broader corporate social responsibility program.**”*

We are in the process of developing a Chemical Sustainability Program, which we anticipate announcing in the coming months. We are leveraging the expertise that our colleagues at U.K. retailer Boots can provide as pioneers in retailing, manufacturing and chemical sustainability.

We also are working with multiple external parties including laboratories, NGO's, and other retailers to improve the transparency of product ingredients and chemicals of concern.”



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What are Retailers' Chemical Footprint?

- Retailers chemical footprint?
- Encourage, require and/or incentivize private label suppliers to conduct chemical footprint
- Encourage, require and/or incentivize key brands to conduct chemical footprint (e.g. biggest suppliers by sales volume)
- Chemical footprint of a certain product category sold by a retailer (e.g. electronics, baby products or cleaning products)
- Chemical footprint of a store aisle or store shelf?



Thank you.

Mike Schade, Mind the Store Campaign Director

Safer Chemicals, Healthy Families

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Mind the Store Campaign Homepage:

www.MindTheStore.org



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