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

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.

Mind the Store

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, [...]
Why Mind the Store?

Because with great market power comes great responsibility.

Safer Chemicals Healthy Families
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.”
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 »

**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 »

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

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

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

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

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

Mind the Store
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

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. 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 any 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. 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 examination, minimize exposure, 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: 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, incurring 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.

For further information, contact Mark Roski, Chair, BizNGO Working Group
www.bizngo.org • 858.826.0743
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.
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.

Download them at: www.safemarkets.org
Retailers’ Progress to Date Since Campaign Launch


• 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.
Phthalates in Vinyl Flooring and Safer Substitutes

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

By RACHEL ABRAMS  APRIL 22, 2015

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

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

Learn more at HealthyStuff.org.

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

Victory! Lowe’s becomes the 2nd major retailer to ban phthalates in flooring. #MindTheStore

Lowe’s to halt sale of flooring containing phthalates by end of 2015
Menards makes the same commitment to eliminate phthalates by end of 2015

Menards joins other retailers in dropping products with toxic chemical

By Lee Bergquist  July 8, 2015

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

Table 1. Ecology Center Elemental Analysis of 74 PVC Floors

<table>
<thead>
<tr>
<th>Element</th>
<th>Inner Layer (recycled)</th>
<th>Top Layer (virgin)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Average (ppm)</td>
<td>Maximum (ppm)</td>
</tr>
<tr>
<td>Bismuth</td>
<td>52</td>
<td>141</td>
</tr>
<tr>
<td>Gold</td>
<td>107</td>
<td>255</td>
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<tr>
<td>Mercury</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Cadmium</td>
<td>1,846</td>
<td>22,974</td>
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<tr>
<td>Chromium</td>
<td>14</td>
<td>142</td>
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<tr>
<td>Lead</td>
<td>1,144</td>
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<tr>
<td>Manganese</td>
<td>227</td>
<td>924</td>
</tr>
<tr>
<td>Rubidium</td>
<td>127</td>
<td>641</td>
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<tr>
<td>Strontium</td>
<td>4,519</td>
<td>17,182</td>
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<tr>
<td>Titanium</td>
<td>12,317</td>
<td>63,623</td>
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<tr>
<td>Antimony</td>
<td>21,784</td>
<td>134,957</td>
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<tr>
<td>Barium</td>
<td>3,505</td>
<td>40,509</td>
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<tr>
<td>Calcium</td>
<td>524,335</td>
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<tr>
<td>Copper</td>
<td>1,343</td>
<td>2,260</td>
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<tr>
<td>Iron</td>
<td>7,506</td>
<td>44,574</td>
</tr>
<tr>
<td>Zinc</td>
<td>2,929</td>
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Joint announcement with Lumber Liquidators: first retailer to eliminate contaminated vinyl scrap plastic

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

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

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

“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.’
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.” Other major furniture retailers including Walmart, Best Buy, Crate & Barrel, Room & Board, the Pottery Barn, 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!

Mind the Store MINDTHESTORE.ORG
Macy’s adopts policy eliminating flame retardants in furniture

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

“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.
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.”
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
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