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**CLOROX GREEN WORKS LAUNCH GETS
MIXED REVIEW FROM WOMEN'S HEALTH GROUP**

MISSOULA, Mont. - Yesterday Clorox officially launched their eco-friendly product line Green Works nationwide. This launch has been closely watched by environmental health scientists and advocacy groups like Women's Voices for the Earth (WVE). The national organization continues to press Clorox and other companies to remove toxic chemicals from their many other products and provide full ingredient listing on labels, so that consumers are able to avoid health risks associated with chemicals in cleaning products, such as reproductive harm and asthma.

"We commend Clorox for responding to consumer demand and providing a cleaning line that is less toxic to people and the environment," said WVE Executive Director Dori Gilels. "But why create one product line that has safer ingredients and continue to sell products that contain toxic ones? It sends a mixed message about Clorox's commitment to protecting consumer health."

In a July 2007 report titled *Household Hazards*, WVE compiled findings from over seventy-five scientific research reports and studies on cleaners that contain toxic chemicals linked to reproductive harm or asthma. Of the 100 household cleaning products listed in the report as containing toxic chemicals, 17 percent were made by The Clorox Company. Clorox has yet to address this concern. The report can be viewed online at www.womenandenvironment.org.

Clorox is the first mainstream consumer products firm to launch an environmentally friendly cleaning line. With Green Works, Clorox is also the first mainstream company to list the common names of ingredients on cleaning product labels. But a widespread problem with consumer product labeling, if companies list ingredients on the label at all, is that categories like "fragrance," "colorant," and "biodegradable preservative" may contain toxic chemicals linked with cancer, asthma and reproductive harm.

"A host of toxic chemicals tend to hide in the generic category of fragrance," says Ann Blake, Ph.D., an independent consultant and expert in the health impacts of toxic chemicals in consumer products. She says for example phthalates, which can be found in fragrance, are of particular concern because they have been linked to adverse reproductive health effects in baby boys, reduced sperm count in adult men, and increased allergic symptoms and asthma in children. While Clorox's Green Works line does not contain phthalates, conventional consumer products frequently fail to disclose the use of this and other toxic chemicals on product labels.

Consumers with allergies have long looked to product labels to discern whether ingredients will cause irritation. With recent reports of toxics like lead in lipstick and in children's toys, and mercury in mascara, the general public has become more aware of the health impacts of toxic chemicals in products they use on a daily basis. But because companies like Clorox are not currently required by state or federal law to list product ingredients on labels, consumers are hard pressed to know exactly what they are buying.

"What we're hearing from people all over the country is that they are looking for a way to make informed decisions about their health and safety," says Gilels. "The problem with current labeling practices, including those of Clorox, is that consumers don't know what they're buying at the point of purchase."

In June and September 2007, WVE contacted The Clorox Company and 22 other major manufacturers with a survey regarding their labeling practice. When asked whether they would include full labeling on their products, Clorox, along with many other companies, responded that they do not list ingredients due to the risk of revealing trade secrets to their competitors. On its website WVE noted that food companies label ingredients despite their need to protect "secret recipes," allowing shoppers to read the ingredients they wish to avoid, for allergy reasons

or otherwise.

According to Gilels, "Clorox's Green Works launch signals an important step from a major company toward creating healthier products, but it's still a first step. Hopefully the success of Green Works will convince Clorox and other major companies to remove toxic chemicals from all of their products."

Women's Voices for the Earth (WVE) is a national, women-centered environmental health and justice organization that works to eliminate or substantially reduce environmental toxics impacting human health and to increase women's participation in environmental decision-making.

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