

### **Growing Consumer Awareness of Endocrine Disruption and CertiChem**

Consumers have become much more knowledgeable about the many products they buy. They are being educated through online and print exposure from consumer groups and press (e.g., Consumer's Union, Mother Jones, Washington Spectator), NGOs (e.g., Campaign for Safe Cosmetics, Center for Environmental Health), popular press (e.g., NY Times), and groups reporting pending legislation (e.g., Kid-Safe Chemical Act). Buyers are increasingly more health conscious. Many consumers now avoid purchasing products with "problematic" chemicals (e.g., BPA, BHT, BHA, phthalates, phytoestrogens, parabens) and preferentially buy products with additional nutritional or medicinal value from other chemicals (e.g., certain tocopherols – Vitamin E, Vitamin D, ascorbic acid – Vitamin C, beta-carotene, coconut oil)

Recent stories published by major press outlets (e.g., USA Today, Wall Street Journal, NY Times, Fast Company, Mother Jones, NY Times, NPR) are reporting that many chemicals are to be avoided due to their potentially harmful effects on the endocrine system (i.e., endocrine disruption), most commonly by blocking or mimicking EA\*\* or AnA\*\*. As consumers become more aware, CertiChem believes that their concerns will increase demand for hormonally-safer products in multiple industries, as has occurred for other products perceived as "safer". Many of these markets have already been (recently and rapidly) disrupted by introduction of perceived safer products (e.g., BPA-free in infant feeding, phthalate-free in toys, paraben-free in PCPs). Further market disruption will occur as safer products with no or well-specified EA\*\*/AnA\*\* become widely available.

CertiChem continues to actively foster relationships with NGOs, scientific groups, government agencies, popular press, and legislators to educate on EA\*\*/AnA\*\* and to take a position as the leader in testing and remediating EDCs in a variety of consumer products.