



June 27, 2017

Frédéric Rozé
President & CEO, L'Oréal USA
10 Hudson Yards
New York, NY 10001

Dear Mr. Rozé,

We are writing today on behalf of the Campaign for Safe Cosmetics, a project of Breast Cancer Prevention Partners, U.S. Public Interest Research Group (PIRG), and the hundreds of thousands of organizations, businesses and individuals we represent.

Last month, our organizations visited the L'Oréal USA headquarters in New York for the first time. We were joined by a group of colleagues, students and parents, and we were there to deliver over 150,000 petition signatures that have been gathered over the last two years. These petitions were signed by people across the United States who want L'Oréal to stop using chemicals linked to cancer and endocrine disruption in its personal care products and cosmetics and disclose all fragrance ingredients.

When we arrived at your headquarters, only three of us were allowed inside the building; the rest of our group was asked to wait away from the building. A representative from L'Oréal came downstairs but didn't share her name, and only with great hesitancy shook our hands as we introduced ourselves. She did not provide a business card or any way for us to follow up. Her response made us think, once again, that our concerns were not being heard.

Since 2014, the Campaign for Safe Cosmetics has been asking L'Oréal to make a public commitment to eliminate carcinogens from its personal care products and cosmetics. We have conducted laboratory testing of your products as well as ingredient label reading. Through our research we have discovered many worrisome ingredients in your products, including:

- DMDM hydantoin, a chemical that releases formaldehyde, which is a known human carcinogen found in L'Oréal Kids Shampoo;
- PFOA contamination (perfluorooctanoic acid), a toxic chemical linked to cancer, endocrine disruption and reproductive harm, discovered in L'Oréal Garnier Fructis Ultra-Lift Transformer Anti-Age Skin Corrector after lab testing;
- Benzophenone-1, a toxic chemical linked to cancer, endocrine disruption, developmental and reproductive toxicity, and organ system toxicity, in L'Oréal Colour Riche, Nyx and Maybelline Color Show nail polishes
- Carbon black in L'Oréal eye liner and in Maybelline Master Precise Curvy eye liner
- Titanium dioxide (in inhalable form is listed as a California Prop. 65 carcinogen) in L'Oréal eye shadows and Maybelline blushes and pressed powders
- BHA, an endocrine disrupting compound which has also been linked to cancer by the National Toxicology Program, in Nyx Jumbo Eye Pencils.

Beyond finding these ingredients both on the labels of products sold at the retail level and online, L'Oréal has not followed-up on major commitments it has made to clean up its products. In 2012, L'Oréal stated in a letter to the Campaign for Safe Cosmetics that formaldehyde donors would be removed from all new formulas (and that products currently using them would be reformulated), and that all iso-parabens (banned by the EU) would be removed from

products by 2014. Yet, neither of these commitments have been implemented. Formaldehyde donors are used ubiquitously in L'Oréal products, from mascaras to children's shampoos. Additionally, iso-parabens, which have long since been retired by almost every other major multinational corporation's ingredient deck due to major concerns that these chemicals are linked to endocrine disruption and breast cancer, are still being used in products heavily marketed to teens and young women through your Nyx and Maybelline brands. L'Oréal's lack of follow-through is not only disappointing, but also misleading to consumers given the L'Oréal website claims your company does not use any endocrine disruptors in its products.

We found major ingredients of concern in children's products, makeup, anti-aging creams and nail polish, which are used by millions of women, men and children around the country. With partners from Credo Action, Moms Rising, Story of Stuff and Safer Chemicals Healthy Families, we gathered over 150,000 petition signatures from people throughout the country who care about these issues. The petition-signers represent people like 41-year-old Dr. Janet Sollod, who passed away from breast cancer this month; Debbie Geiger, a 30-year-old recently diagnosed with breast cancer; and Leslie Kelly, a 50-year old metastatic breast cancer survivor who has been in and out of treatment for over 10 years, and who wants to see her 18-year old daughters grow, flourish, and succeed in her lifetime. We represented these women and millions of others who not only face breast cancer, but who struggle from other chronic health effects influenced by exposure to toxic chemicals in their everyday environments, including the personal care products and cosmetics they use every day.

More and more people are asking the companies they patronize to be good corporate citizens and adopt policies safeguarding the chemicals they will and won't use to formulate cosmetics not because it is the law, but because it is the right thing to do.

We have written L'Oréal 4 times in the past 4 years asking for a response back to our concerns – in person or in writing. Please reply and tell us if and when L'Oréal will phase out the use of cosmetic chemicals linked to cancer and endocrine disruption and follow the lead of Unilever by disclosing the secret ingredients in your fragranced products.

We hope to hear back from you soon.

Sincerely,



Janet Nudelman
Breast Cancer Prevention Partners



Dev Gowda
US Public Interest Research Group

CC: Jonathan Maher, Vice President Corporate Social Responsibility and Sustainability
Kelly Molinari, Director of Corporate Communications- Public Affairs
Alexandra Palt, Chief Sustainability Officer
Charlotte De Tilly, Deputy Director of Sustainability