

approved factoids and statements

OCTOBER 2021



ON THE
MISSION

These factoids and statements have been approved by Norwex® to help support your business.

Note: They must be used exactly as written.

INSTRUCTIONS FOR USE

- Use verbiage exactly as stated.
- Always include Reference Source information.
- Do not state or imply any sort of claim that our products treat, cure or prevent any disease or medical condition.
- Do not state or imply that any product cured your own ailment.
- Do not state or imply that our products helped address, treat, cure or prevent any disease or other medical condition, or imply a result that is different from (or goes beyond) our approved marketing claims.

TABLE OF CONTENTS

2	HOUSEHOLD CLEANING PRODUCTS
3-4	BODY BURDEN CHEMICALS IN HUMANS
4	SUSTAINABLE DINING
5-6	RECYCLING PLASTICS PAPER WASTE TREES
6	PERSONAL CARE SKIN CARE COSMETICS
7	SUSTAINABILITY ACCOMPLISHMENTS
7-9	PRODUCT SPECIFIC

household/cleaning products

Household dust mites may be the most common trigger of year-round allergies and asthma.

Reference source: Asthma and Allergy Foundation of America | bit.ly/3i6h7jb

Up to 85% of contaminants are brought indoors in the first four steps.

Reference source: University of Georgia College of Family and Consumer Sciences | bit.ly/3i6hDO9

Forty-five different chemicals have been identified in household dust.

Reference source: Natural Resources Defense Council | on.nrdc.org/3BBSm67

Regular use of chemical sprays has long-term impact on lung function decline, an effect that is seen in heavy smokers.

Reference source: American Journal of Respiratory and Critical Care Medicine | bit.ly/36XHLEo

Disinfectant chemicals have been associated with an increase in childhood obesity.

Reference source: Canadian Medical Association Journal | bit.ly/3x1CO7Z

A study found that using liquid bleach just once a week can increase your risk of COPD by up to 32%.

Reference source: European Lung Foundation, September 2017 | bit.ly/36VWHTI

The U.S. EPA estimates volatile organic compound air emissions can be 10 times higher indoors than outdoors.

Reference source: U.S. Environmental Protection Agency | bit.ly/3y3sAVV

According to the Canadian Centre for Occupational Health and Safety, indoor air quality has become an important health and safety concern. Poor air quality results from toxic vapors, offgassing, dust mites and more and leads to a variety of symptoms.

Reference source: CCOHS | bit.ly/3hW2QoV

U.S. households spend an average of \$600 per year on cleaning supplies.

Reference source: Find Any Answer | bit.ly/2UK3zRp

According to StatCan, the average annual household expenditure on household cleaning supplies and equipment in Canada in 2019 amounted to 248 Canadian dollars.

Reference source: StatCan | bit.ly/3rCZBGb

body burden/chemicals in humans

More than 85,000 chemicals have been created in the last 50 years. Only a small percentage have ever been tested to determine their impact on human health.

Reference source: "Think Those Chemicals Have Been Tested?" New York Times 4.14.13 | nyti.ms/3x0lmQ8

The World Health Organization links endocrine-disrupting chemicals to increased rates of dyslexia, ADHD, autism, asthma, diabetes/metabolic disorder and obesity.

Reference source: World Health Organization | bit.ly/3kNNDIi

Toddlers typically have three times the amount of fire-retardant chemicals in their blood as moms.

Reference source: Environmental Working Group 9.4.2008 | bit.ly/36VsNhY

Prenatal and childhood exposure to PBDE flame retardants, a prevalent chemical found in households, has been linked to deficits in motor and cognitive development among school-aged children.

Reference source: UC Berkeley | bit.ly/3BDTnuu

The U.S. Centers for Disease Control reports 75% of Americans tested had the chemical triclosan in their bodies.

Reference source: U.S. Centers for Disease Control and Prevention, fact sheet 4.7.2017 | bit.ly/2W9PvHv

Triclosan is highly toxic to aquatic organisms such as algae and fish. Using products containing triclosan can release it into wastewater systems.

Reference source: Government of Canada 7.11.2018 | bit.ly/2Uylv0d

The World Health Organization has identified almost 800 chemicals suspected of interfering with the human hormone system.

Reference source: World Health Organization: summary report: State of the Science of Endocrine Disrupting Chemicals 2012: Summary for Decision-Makers (pg 2) | bit.ly/3wZsU6T

An Environmental Working Group study found 287 different chemicals in the cord blood of newborns.

Reference sources: Environmental Working Group 7.14.2005 | bit.ly/3xXnsCO
NorwexMovement.com | bit.ly/3wVAHCI

Studies show 89% of children in the U.S. have been exposed to mercury.

Reference source: Little Things Matter video, Bruce Lanphear MD, MPH | bit.ly/3i0bTW1

Mercury is considered by the World Health Organization (WHO) as one of the top 10 chemicals or groups of chemicals of major public health concern.

Reference source: World Health Organization 3.31.2017 | bit.ly/3Bu8PsZ

The U.S. National Institutes of Health says 93% of U.S. adults have detectable levels of the chemical BPA in their systems.

Reference source: U.S. National Institutes of Health | bit.ly/3zzYjPb

body burden/chemicals in humans

A 2009–2011 report on environmental chemicals shows BPA was detected in the urine of 95% of Canadians aged 3 to 79.

Reference source: Statistics Canada health fact sheet pdf: | bit.ly/3ru2ZmC

The American Medical Association recommends avoiding triclosan, but it is still used in bibs, toys and playground equipment.

Reference source: Environmental Working Group | bit.ly/2V1J3LP

sustainable dining

90% of all birds and fish on the planet are believed to have plastic particles in their stomachs.

Reference source: healthyoceancoalition.org | bit.ly/3iFrpGE

An estimated 1.1 million seabirds and other animals are killed by plastic every year.

Reference source: oceanconference.un.org | bit.ly/2SKUCG8

Plastic cutlery is one of the most deadly items for birds, sea turtles and mammals who mistake it for food.

Reference source: oceanconservancy.org | bit.ly/3nvwbyr

It can take plastic cutlery 1,000 years to decompose.

Reference source: nationalgeographic.org | on.natgeo.com/3aHCEKG

It can take up to 450 years for a plastic bottle to fully decompose.

Reference source: thebalancesmb.com | bit.ly/2QtTpCt

73% of all beach litter worldwide is plastic.

Reference source: nationalgeographic.org | on.natgeo.com/2PtXohD

Roughly 9 million tons of plastic end up in the world's oceans every year.

Reference source: nationalgeographic.org | bit.ly/32QNoSO

The shape and size of plastic cutlery make it difficult or even impossible to recycle.

Reference source: nationalgeographic.com | on.natgeo.com/3tZb9nA

Microplastic toxins can travel up the food chain, meaning chemical pollutants can end up on your plate.

Reference source: static1.squarespace.com | bit.ly/3sXGSUS

recycling/plastics/paper waste/trees

In the U.S. alone, up to 500 million straws are used every day.

Reference source: nationalgeographic.com | on.natgeo.com/3wZxhij

Germany leads the world's nations by recycling 66% of its recyclable materials. The U.S. recycles about 35%, Canada 24%.

Reference sources: Organization for Economic Cooperation and Development; | bit.ly/3hWaQGt
Wikipedia.com | bit.ly/3BAS539

Roughly 9 million tons of plastic end up in the world's oceans every year.

Reference source: U.S. National Geographic Society | bit.ly/3dsrTNW

It can take up to 450 years for a plastic bottle to fully decompose.

Reference sources: The Balance Small Business site 1.16.21 | bit.ly/3rvQcOy
NorwexMovement.com | bit.ly/3kQkVa2

It takes 500+ years for a plastic bag to degrade in a landfill.

Reference source: Center for Biological Diversity | bit.ly/3yflxID

The average American family takes home almost 1,500 plastic shopping bags a year.

Reference source: Center for Biological Diversity | bit.ly/3yflxID

In Canada, up to 15 billion plastic bags are used every year and close to 57 million straws are used daily.

Reference source: Government of Canada 10.7.2018 | bit.ly/3iG6LFE

Every year, Americans use 100 billion plastic bags of all shapes and sizes. Canadians use up to 15 billion.

Reference sources: Center for Biological Diversity | bit.ly/3yflxID
Canadian federal government studies | bit.ly/36Z47oQ

Every minute, a garbage truckload of plastic waste enters the world's oceans.

Reference source: Canadian federal government studies | bit.ly/36Z47oQ

Every year, 100,000 marine animals die from ingesting or getting tangled in plastic bags.

Reference source: Center for Biological Diversity | bit.ly/3yflxID

recycling/plastics/paper waste/trees

Every day, 51,000+ trees are cut down to feed the paper towel habit of North America.

Reference source: Recycle Nation | bit.ly/3BD3TBS

Around the world, used paper towels create 254 million tons of trash every year.

Reference source: Recycle Nation 12.10.2009 | bit.ly/3BD3TBS

About 300 million tons of plastic is produced globally each year; less than 10% is recycled.

Reference sources: Plastic Oceans International | bit.ly/3y3uExp

US National Geographic Society | on.natgeo.com/3ilFr9z

personal care/skin care/cosmetics

A study found 16 chemicals used in personal care products in the blood of teen girls, including parabens, phthalates and triclosan.

Reference source: Environmental Working Group 9.24.2008 | bit.ly/3ztlwB9

The average woman uses personal care products with 168 different chemical ingredients, every day!

Reference source: Environmental Working Group, PDF 6.18.2008 | bit.ly/3x40QiN

Cosmetics and cleaning products were the two most reported substances in U.S. poison control calls regarding children under 6.

Reference source: National Capital Poison Center, 2017 survey | bit.ly/3BD9pV9

Every day, teens use up to 40% more personal care products than adults do.

Reference source: Environmental Working Group | bit.ly/3zuTLcF

sustainability accomplishments

Our Norwex® North American offices and manufacturing facilities use 100% renewable energy sources. As of December 2020:

- We've saved over 31,000 trees.
- We've saved over 709,000 gallons of oil.
- We've saved over 13,062,000 gallons of water.
- We've saved over 7,650,000 kilowatt hours of energy.
- We've saved over 6,158 cubic yards of landfill space.
- We've distributed over 3 million OceanBound Plastic bottles.

More than 60 million plastic bottles a day go to landfills and incinerators.

Reference source: Container Recycling Institute | bit.ly/3ePCeUu

product specific

ENVIROCLOTH®

Using the EnviroCloth and water can eliminate 53 chemicals that may be in your home.*

*Based on a comparison of Norwex Microfiber products in 18 retail brand cleaning products, 2020, to demonstrate the chemicals reduction in general with use of a Norwex Microfiber cloth with water alone.

DUSTING MITT, ENVIROWAND®

Triclosan, an endocrine-disrupting chemical that may cause changes in the human hormone system, has been found in almost every dust sample tested worldwide.

Reference source: MedicalResearch.com | bit.ly/2Tvbp75

product specific

OPTIC SCARF

Dust, debris and skin oils can accumulate where the edge of the lens meets the frame. Be sure to clean this area thoroughly.

Reference source: AllAboutVision.com | bit.ly/2V8T21M

OVEN AND GRILL CLEANER

Many oven cleaners are filled with corrosive chemicals that can lead to health issues such as breathing difficulties, skin irritation, vision loss, abdominal pain and even severe organ damage.

Reference source: MedlinePlus.gov | bit.ly/2V8T21M

ODOUR ELIMINATOR

Air fresheners with synthetic ingredients have been associated with such adverse effects as migraine headaches, asthma attacks, mucosal symptoms, infant illness and breathing difficulties.

Reference source: ScienceDirect.com | bit.ly/3x15BJY

LYSERE™ PREBIOTIC DEODORANT, CRYSTAL DEODORANT

Don't take a chance with chemicals like triclosan and phthalates, both of which are common in many antiperspirants and deodorants. Choose products that avoid these ingredients, so your family stays safer.

Reference source: NorwexMovement.com | bit.ly/3yeieCE

ULTRA POWER PLUS™ LAUNDRY DETERGENT, LIQUID LAUNDRY DETERGENT, FLUFF AND TUMBLE DRYER BALLS

Many commercial laundry detergents contain unspecified artificial colors, which the Environmental Working Group has identified as a human health risk.

Reference source: Environmental Working Group | bit.ly/2WgRO5l

A study showed that air vented from machines using the top-selling scented liquid laundry detergent and scented dryer sheet contains hazardous chemicals, including two that are classified as carcinogens.

Reference source: University of Washington 8.24.11 | bit.ly/2UGr3H3



product specific

TRAVEL BAG, TRAVEL PACK

Wet wipes are among the fastest-growing types of pollution on UK beaches, averaging 27 wipes per 100 meters of shoreline.

Reference source: Marine Conservation Society | bit.ly/3rxD3qn

Even wet wipes labeled as “flushable” can still block pipes and increase pollution in our seas and beaches.

Reference source: Marine Conservation Society | bit.ly/3rxD3qn

FOAMING HAND WASH, NATURAL HAND CLEANER

Antibacterial soaps can weaken your immune system.

Reference source: Science Daily 11.30.10 | bit.ly/2Wg1MnB

95% of people don't wash their hands long enough to kill harmful bacteria.

Reference source: Medical News Today | bit.ly/3rzA5lk