



*Celebrate* 30 

The word "Celebrate" is written in a blue, cursive script. To its right is a large, light brown number "30". Inside the zero of the "30" is a small, dark blue silhouette of a bird, which is the Norwex logo icon.

National Conference 2024

# Amy Cadora

CHIEF BRAND AND MISSION OFFICER



 norwex.

Celebrate **30** 

A close-up, circular crop of a sunflower head, showing the intricate details of the yellow petals and the central disk of small flowers. The image is positioned on the left side of the slide, partially cut off by the edge.

# Mission

- Solving problems
- Bringing value to content
- Benefits, not features





# Problem our mission is solving....

- We are exposed daily to harmful chemicals.
- Most of us aren't even aware that we are being exposed, especially in our own homes.
- May be playing a role in our increasing rates of health conditions.
  - 1 in 2 men diagnosed with cancer.
  - Rates of obesity doubling since 1990.
  - Increasing rates of autism, ADHD, other learning challenges.



# Focus on 3 health areas:

- Asthma and Allergy
- Learning Challenges
- Infertility



# Asthma and Allergy





25 million  
have  
asthma in  
US.<sup>1</sup>



More than  
4.6 million  
children.<sup>2</sup>



100  
million  
have  
allergies  
in US.<sup>3</sup>

<sup>1,2</sup> Allergy Facts ([aafa.org](http://aafa.org))

<sup>3</sup> Facts and Stats - 50 Million Americans Have Allergies | ACAAI Patient



3.8 million  
have  
asthma in  
Canada.<sup>1</sup>

More than  
850,000  
children.<sup>2</sup>

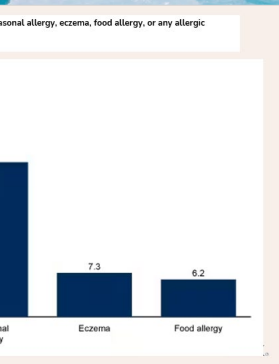
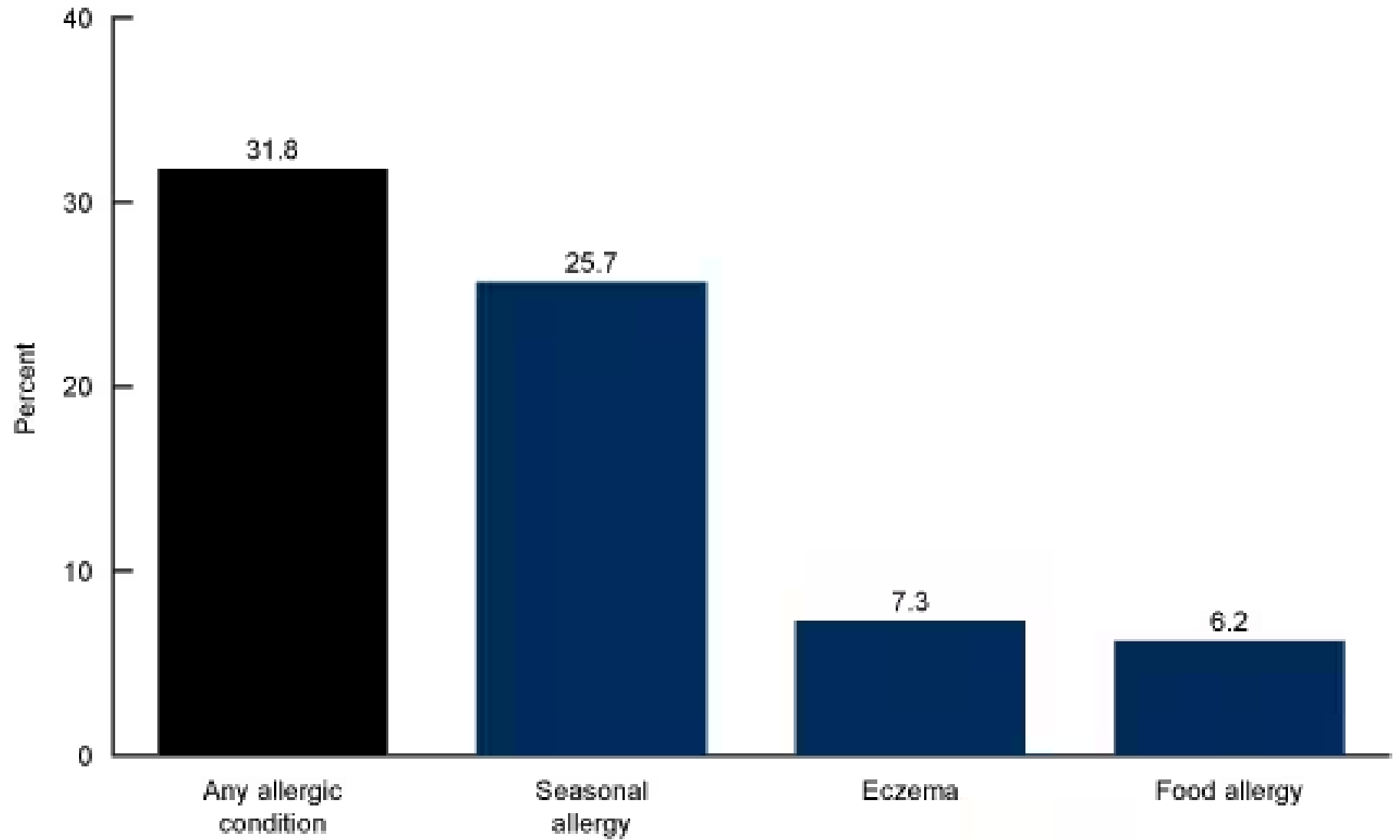
8 million  
have  
allergies  
in  
Canada.<sup>3</sup>

<sup>1,2</sup> [Asthma-101.pdf](#)

<sup>3</sup> [Chronic Conditions, 2017 \(statcan.gc.ca\)](#)



Figure 1. Percentage of adults with a diagnosed seasonal allergy, eczema, food allergy, or any allergic condition: United States, 2021





# Indoor Air Quality

**90%** of our lives spent indoors 

**2-5x** More pollution indoors than outdoors 

## Common Indoor Air Pollutants

<b>Airborne particles</b> from diesel exhaust, dust, smoke and other sources 	<b>Indoor formaldehyde</b> from building materials, furniture, cooking, and smoking 	<b>Household odors &amp; gases</b> from activities such as painting, cooking, and smoking 	<b>Ozone</b> from outdoor air (ground level ozone is harmful to breathe) <chem>O3</chem>	<b>Carbon Dioxide</b> from people exhaling and cooking 
--	---	---	--	--

<sup>1,2</sup> [Clean Air Indoors | American Lung Association](#)









# Asthma Statistics

- Male children are more likely to have asthma than female children. This trend reverses in adulthood.
- Studies suggest testosterone due to its ability to open airways.
- Annual economic cost of asthma is will be \$4.2 billion by 2030.
- Asthma is one of the top causes of missed school days.

# What we can do:

- Establish regular cleaning routines to remove dust, pollen, animal dander and mold from your home.
- Eliminate chemical and pesticide products.
- Remove items with strong scents like candles.
- Use air purifiers.
- If pets, bathe regularly.
- Wash hands consistently.

A close-up photograph of a sunflower head, showing the bright yellow petals and the intricate details of the flower's center. The image is partially cut off by the left edge of the slide.

# “Clear the Air” Shopping Cart

- Start Here: Safe Haven 5
- Dryer Balls
- Mop System with Duster Pad
- EnviroWand, or Mini Duster
- Entry Mat
  
- Floor Mat
- Mattress Cleaner
- Pet Shampoo





# Children and Learning Challenges

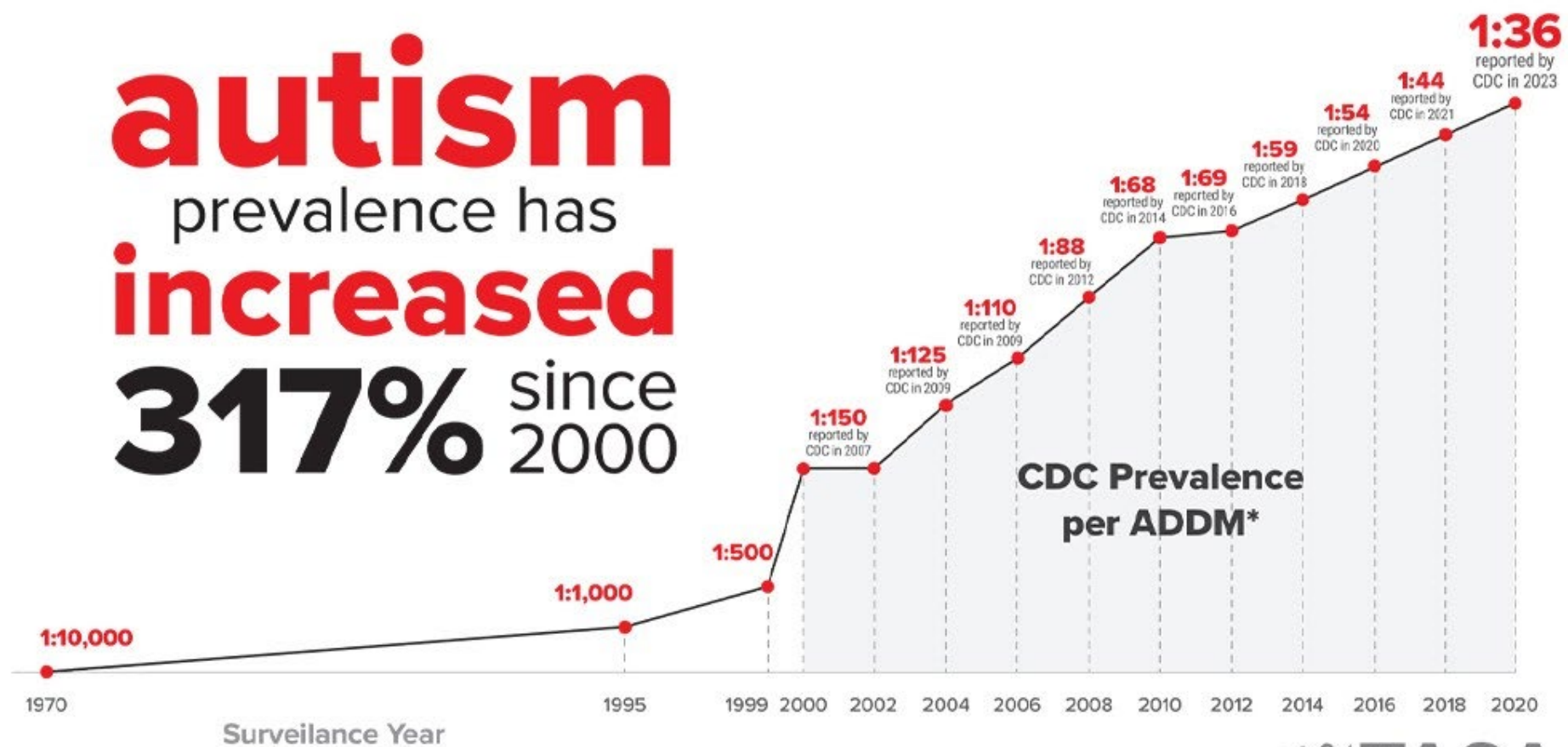


1 in 36

CHILDREN

According to the CDC, the rate of ASD in children aged 8 years old is 1 in 36.

# autism prevalence has increased 317% since 2000



\*ADDM (Autism and Development Disabilities Monitoring Network)







“Definitive causal conclusions cannot yet be drawn from this emerging body of literature. So far, evidence suggests that some criteria air pollutants, some metals, and several pesticides, with suggestions that some volatile organic compounds (e.g., methylene chloride, trichloroethylene, and styrene) and phthalates, may be linked to autism. ”

Kalkbrenner AE, Schmidt RJ, Penlesky AC. Environmental chemical exposures and autism spectrum disorders: a review of the epidemiological evidence. *Curr Probl Pediatr Adolesc Health Care*. 2014 Nov;44(10):277-318. doi: 10.1016/j.cppeds.2014.06.001. Epub 2014 Sep 5. PMID: 25199954; PMCID: PMC4855851.



7 million (11.4%) 3-17 years have ever been diagnosed with ADHD.

1 in 9 children.

Estimated 8 million adults are living with ADHD.



7.5 million US children receive special education- that's 15% of all public-school students.



# Chemicals and ADHD

- Studies have reported an association between phthalates and BPA and ADHD. <sup>1</sup>
- Four studies reported a stronger association in boys than girls. <sup>2</sup>
- Found in 93% of people 6 years+. <sup>3</sup>

<sup>1,2</sup> [The Association between ADHD and Environmental Chemicals—A Scoping Review - PMC \(nih.gov\)](#)

<sup>3</sup> [National Institute of Environmental Health Sciences: Bisphenol A \(BPA\) \(nih.gov\)](#)



Children with high levels of the chemical BPA in their bodies were more likely to have ADHD than those with lower levels of the chemical.




## Scientists call BPA exposure 'presumed health hazard' for hyperactivity

Bisphenol-A, widely used in plastics, receipt paper and canned food linings, is a culprit in some children developing hyperactivity, researchers say, even as federal regulators insist on its safety.

By Brian Bienkowski • Mar 08, 2018 • 4 min read

[X](#) [f](#) [p](#) [✉](#) [r](#) [Print](#) | [PDF](#) | [Email](#)



- 
- "School-aged children may be vulnerable to the neurotoxic effects of exposure to PFAS at age two that contribute to ADHD."

[ADHD symptoms linked to early childhood exposure to polyfluoroalkyl substances \(news-medical.net\)](https://www.news-medical.net)



# What we can do....

- . Eliminating as many chemicals as possible at home.
- . Avoid plastic in food or water contact items.
- . Clean personal care.
- . Avoid pesticides.
- . Eliminate fragrance.
- . Air purifiers.
- . Water purifier.

 norwex.

Celebrate **30** 



# “Healthy Learning” Shopping Cart

- Start here: SH5
- Dryer Balls
- Mop System
- Entry Mat
  
- Kids 4 in 1 Wash
- Fresh Produce Wash
- Silicone Containers and Stretchy Lids



# Moms and Dads to Be





- Infertility affects up to 15% of couples.<sup>1</sup>
- 42% of adults say they have used fertility treatments or personally know someone who has.
- Up from 33% five years ago.<sup>3</sup>

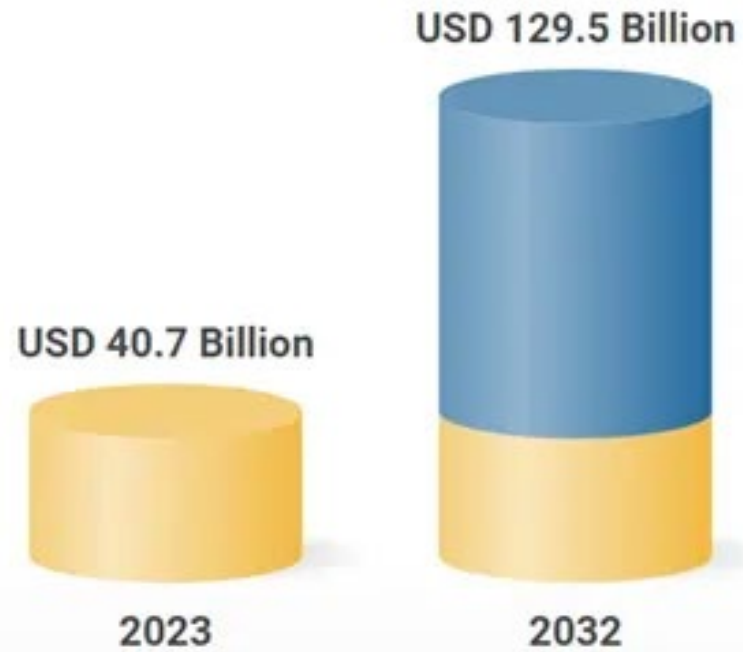
<sup>1</sup> [How common is infertility? | NICHD - Eunice Kennedy Shriver National Institute of Child Health and Human Development \(nih.gov\)](#)

<sup>2</sup> [Environmental Toxins and Infertility - PMC \(nih.gov\)](#)

<sup>3</sup> [Fertility treatment use in the US | Pew Research Center](#)

## Global Fertility Services Market

Market forecast to grow at a CAGR of 13.7%



<https://www.researchandmarkets.com/reports/5647776>

A significant cause of infertility is increasing body load of environmental toxins.





# Environmental Toxins May Contribute to Infertility in 4 ways:

1. Endocrine disruption
2. Damage to female reproductive system
3. Damage to male reproductive system
4. Impaired fetal viability

# Women's Fertility and Chemicals

- Women with highest levels of BPA were 211% more likely to have implantation failure during IVF treatment.<sup>1</sup>
- Fertility in women may be reduced as much as 40% due to exposure to PFAS.<sup>2</sup>
- Endocrine disrupting chemicals have been linked with reproductive development disorders, ovarian dysfunction, subfertility, endometriosis, fibroids, and polycystic ovarian syndrome (PCOS) in women.<sup>3</sup>

<sup>1</sup> [Environmental Toxins and Infertility - PMC \(nih.gov\)](#)

<sup>2</sup> [National Institute of Environmental Health Sciences: PFAS Exposure Linked to Reduced Fertility in Women \(nih.gov\)](#)

<sup>3</sup> [Polycystic Ovary Syndrome and Endocrine Disruptors \(Bisphenols, Parabens, and Triclosan\)—A Systematic Review - PMC \(nih.gov\)](#)



- Male fertility has declined over the last 50 years and is incompletely explained by obesity, known genetic causes, or diet and lifestyle changes alone.<sup>1</sup>
- Men with highest consumption of high pesticide-residue fruit and vegetables had a 49% lower total sperm count.<sup>2</sup>
- And 32% lower percentage of morphologically normal sperm.<sup>3</sup>

<sup>1</sup> [Impact of environmental toxin exposure on male fertility potential - PubMed \(nih.gov\)](#)

<sup>2</sup> [.Impact of environmental toxin exposure on male fertility potential - PMC \(nih.gov\)](#)

<sup>3</sup> [Pesticides in fruit and vegetables linked to semen quality | ScienceDaily](#)







Did you know?

*Global sperm counts  
have declined more than  
50% in less than 40 years*



# What we can do

- Get harmful chemicals out of home
- Dust often, including floors
- Filter your water and air
- Eat organic and clean your produce
- Eliminate plastic, especially food contact
- Avoid pesticide use

# “Let’s Do This!” Cart

- Start here: Safe Haven 5
- Dryer Balls
- Mop System
- Entry Mat
- Floor Mat
- Fresh Produce Wash
- Silicone Containers
- Essential Skin Care