



Dear Challenger,

Welcome to the Chemical Detox Challenge! Over the next 7 days, we will give you tips to reduce your exposure to harmful chemicals in the products you use every day in your home, office, and more. The Challenge is designed to be simple and practical, without breaking the bank.

This Challenge was inspired by the new film, [THE DEVIL WE KNOW](#). If you haven't had a chance to see it, watch it today on [iTunes](#).

What You Need To Know

Non-Stick Ick: Teflon products like pots and pans, muffin pans, and griddles have historically been made using a chemical called PFOA, which was subsequently linked to a number of diseases, including testicular cancer and kidney cancer. Since 2013, most Teflon products have been PFOA-free. But buyer beware: "PFOA-free" doesn't necessarily mean safe because companies are now using related non-stick PFAS chemicals with [similar health concerns](#).

All-Natural Hoax: Most cleaning products [don't disclose their ingredients](#), often listing obscure stats like “97.6% other ingredients.” Labels like “all-natural” and “green alternative” don't mean anything. Support brands like [Seventh Generation](#) that are committed to ingredient transparency, or [make your own cleaning products](#) using all non-toxic ingredients like baking soda or vinegar!

Wash, Wash, Wash: Even on organic produce, there may be some [pesticide residue](#). To reduce your exposure, thoroughly wash all fruits and vegetables - even the produce you intend to peel or scrub.

Take Action: Further Your Impact

Now: Replace non-stick cookware with alternatives like cast iron, anodized aluminum, ceramic, or steel clad cookware. If you can't afford to replace it immediately, make sure you're not [exceeding temperatures](#) where the coating breaks down and begins releasing toxic particles and gases. Be mindful of temperature, don't preheat an empty pan, and ventilate your kitchen to clear fumes.

Later: PFAS chemicals may now be in the drinking water of as many as 110 million Americans. Explore the [Environmental Working Group's National Drinking Water Database](#) to learn what may be in your water and how to best filter out any contaminants. And [sign this petition](#) to make polluters pay!

Dive Deeper

[Which Items In Our Kitchens Contain BPA](#) - NPR

[Guide To Healthy Kitchen Cleaners](#) - EWG

[How to Clean Everything in Your Kitchen](#) - Because Health

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Dear Challenger,

Yesterday, we tackled the kitchen and today we are cleaning out your bathroom.

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What You Need To Know

Self-Care Chemicals: The average adult uses 9 personal care products each day, with 126 unique chemical ingredients. Yet the United States hasn't passed a major law regulating cosmetic safety since 1938. In fact, the FDA has no authority to require recalls of [harmful cosmetics](#). As a result, your personal care products - from your hand soap to your shampoo, your toothpaste to your deodorant - are probably loaded with toxic chemicals like [formaldehyde](#), [phthalates](#), and [parabens](#).

Floss Daily: PFAS chemicals [coat most dental floss brands](#) to help it guide smoothly between our teeth. Instead, look for *naturally* waxed floss from brands

like Tom's of Maine made with beeswax or Desert Essence's Tea Tree Oil floss, or unwaxed floss brands.

Lady Bits: There is growing concern that many feminine products may contain [unsafe chemicals](#) that are absorbed directly into your bloodstream. In fact, most sanitary pads are made of 90% plastic materials. As an alternative, try 100% cotton products, like [Natracare](#) or [Lola](#).

Take Action: Further Your Impact

Now: Explore the [EWGVerified](#) and [Made Safe](#) websites to find personal care products made with safe ingredients not known or suspected to harm human health, and start the transition to brands like [Beautycounter](#), which prohibits the use of more than 1,500 questionable or harmful chemicals. And don't forget to nurture all the mamas-to-be and babies with [Earth Mama Organics](#).

Later: A warm shower opens up the pores of the skin and allows for [accelerated absorption of chloroform](#), a by-product of the chlorine that's used to treat our water. Recent studies have linked an accumulation of chloroform to breast and other cancers. Reduce your exposure by investing in a [shower filter](#).

Dive Deeper

[The 10 Toxic Things You Should Keep Out of Your Bathroom](#) - Thrillist

[12 Non-Toxic Bathroom Cleaners](#) - Because Health

[The Campaign for Safe Cosmetics' Action Center](#)

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Dear Challenger,

It's time to relax and unwind - but let's rid our living room of toxic chemicals. Here are a few ways to reduce exposure in your hang out space.

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What You Need To Know

The Hot Seat: Although manufacturers are no longer required to include flame retardants in furniture, recently [85% of couches tested](#) contained these chemicals. [Studies have linked flame retardants](#) to reproductive toxicity, cancer, developmental delays, obesity, impacts to the immune system, and reduced IQ.

Scrub Those Soles: Take your shoes off and wash them often! The average shoe is covered with [421,000 bacteria](#), and they can [track toxic chemicals](#) into your house. Stick to your no-shoe policy, invest in an antimicrobial doormat, and break out that

vacuum every now and again.

Breathe Happier: [NRDC](#) testing found that common air fresheners contain harmful chemicals like BHT, acetaldehyde, and propylene glycol, meaning that every time you spray them, you're inhaling chemicals.

Take Action: Further Your Impact

Now: Educate and empower your community, right in your living room! Invite your friends and neighbors over for a screening party to watch **THE DEVIL WE KNOW**. Sign up to host your own screening [here](#).

Later: Shop smart by ditching the Scotchgard and flame retardants. Treat yourself to a new couch - [made without flame retardants](#), and make sure your furniture isn't treated with harmful chemicals to make it stain/water-resistant. [Trade in your Scotchgard](#) for a good steam cleaning or a baking soda and white vinegar stain-fighting solution.

Dive Deeper

[Are There Flame Retardants In Your Furniture?](#) - GOOP / Green Policy Institute

[How To Finally Get Rid Of All The Dust In Your Home That's Making You Sick](#) - SELF

[Silent Spring Institute's Free Detox Me App](#) - Check out this free app developed by scientists with 270 tips, organized into 6 different categories: home, dining, clothes, personal care, cleaning, and children

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Dear Challenger,

At the end of a long day, your bedroom should be the ultimate place of non-toxic rest. Here's how to get there!

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What You Need To Know

Sweet Dreams: Did you know mattresses are required to withstand a 2-foot wide blowtorch open flame for 70 seconds? As a result, many contain flame-retardant chemicals, which have been linked to a number of number of adverse health effects in humans and animals. Mattresses labeled "natural" or "organic" may still contain [toxic chemicals](#). Plus, stick with organic bedding that hasn't been treated with stain- and wrinkle-resistant chemicals.

Cleaner Carpet: Carpets and rugs that are "stain-resistant" have likely been treated

with [harmful PFAS chemicals](#) that carry serious health risks. When avoiding pre-treated carpeting, lean toward tile or wood floors that can be easily cleaned, or choose natural fiber area rugs, like those made of wool or jute. For unwanted spots, pick up a plant-based carpet cleaner.

Sleep Toxins Away: Get some shut eye! Sleep has so many positive benefits, including defeating toxins in the brains. We cycle through five sleep stages about every 90 minutes and during that time, cerebral fluid flows in and out, gently cleaning our [brains of toxins](#).

Take Action: Further Your Impact

Now: Learn how your home affects your health with our friends at Hayward Score! Take their [free online survey](#) to receive a personalized report with actionable steps for transforming your living environment.

Later: Buy a [better, healthier mattress](#). The purest mattresses on the market feature the Global Organic Textile Standard (GOTS) and/or the Global Organic Latex Standard (GOLS) certification on their label. Try [Savvy Rest](#) certified organic mattresses!

Dive Deeper

[How To Beat Bedroom Toxins and Sleep Clean](#) - Be Well

[9 Ways To Detoxify Your Bedroom](#) - Mighty Nest

[Sleep on a Safe Mattress](#) - Because Health

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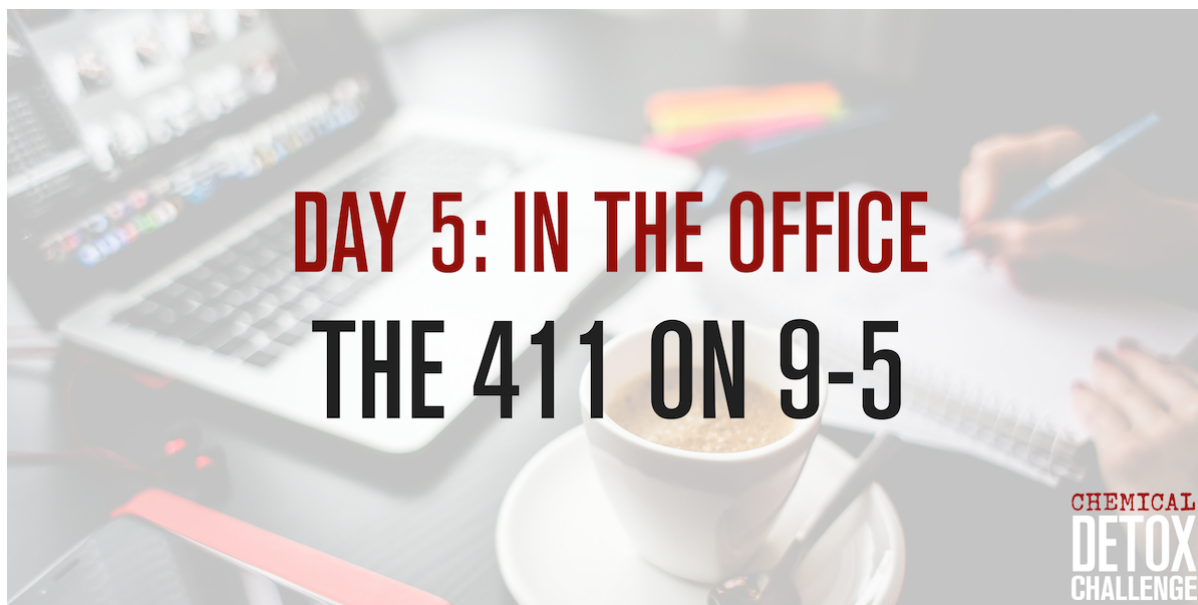
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Dear Challenger,

For better or worse, we all spend a big chunk of our day at the office. Let's protect ourselves and our co-workers against toxic chemicals.

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What You Need To Know

Love Your Leftovers: Are you a fan of bringing packed lunches to the office? This is a wonderful way to save money and eat healthy. However, it's important to safely reheat packed food. Some plastic tupperware containers are made with [chemicals that mimic or disrupt hormones](#), which can leach onto your food when reheated in the microwave. As an alternative, use heat resistant glass or lead-free ceramic containers in the microwave.

No Plastic, No Problem: Say goodbye to plastic water bottles at work! [BPA-free](#)

[doesn't mean plastic is safe](#). Steer clear of water bottles with the recycling numbers 3, 6, and 7, which all contain compounds of concern, and swap plastic water bottles for [glass or steel bottles](#).

Don't Fuss That Dust: In the United States, we spend over [90% of our time indoors](#), including at work. Accordingly, indoor spaces are where dust often gathers. Chemicals found in dust have been linked to health hazards such as cancer, endocrine/hormone disruption, and reproductive toxicity. Thus, for many people, the risks to health may be greater due to exposure to air pollution indoors than outdoors.

Take Action: Further Your Impact

Now: Bring some toxin-sucking plants to the office to clean the air in your office.

Plants absorb some of the particulates from the air at the same time that they take in carbon dioxide, which is then processed into oxygen through photosynthesis.

Some of the best [air purifying plants](#) include the Garden Mum, Spider Plant, Aloe Vera, Boston Fern, and Peace Lily.

Later: Encourage your office to use a plastic-free water cooler as an alternative.

Americans drink an average of [39 gallons](#) of bottled water per person each year, so keep up the hydration with an eco-friendly alternative. Bottle-free water coolers are now all the rage!

Dive Deeper

[Kicking Toxic Chemicals Out of the Office](#) - Safer Chemicals

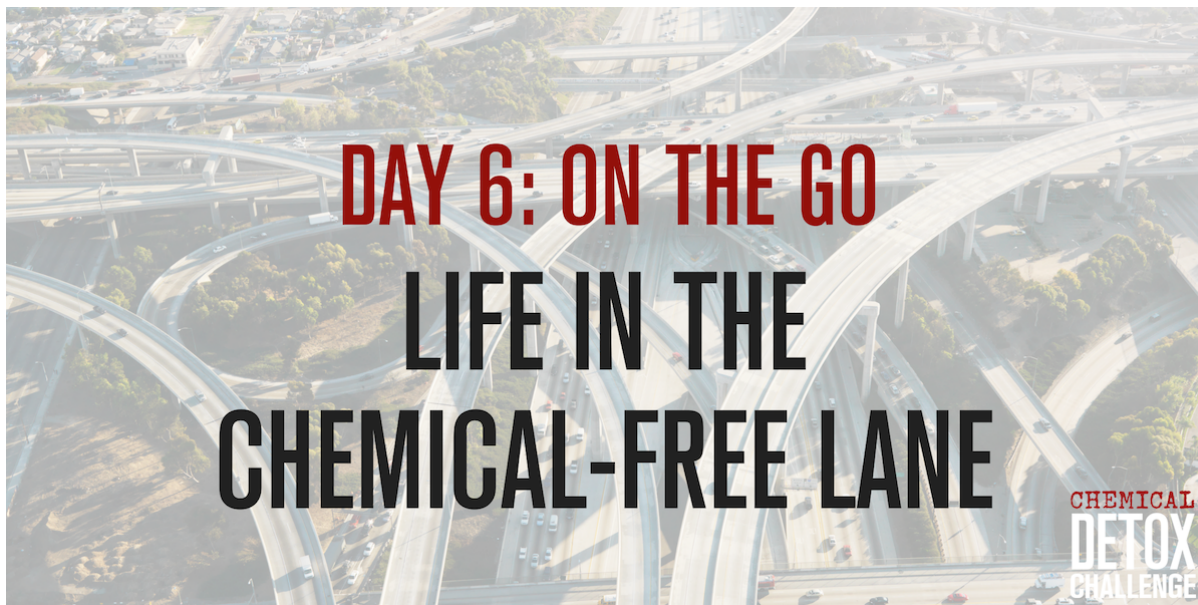
[That Plastic Container You Microwave In Could Be Super Toxic](#) - TIME

[30 Ways To Make Your Office More Eco-Friendly](#) - Medium / Water Cooler Talk

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Dear Challenger,

We're always on the move, never staying put, but that doesn't mean we have to bring chemicals along for the ride.

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What You Need To Know

It's Getting Hot In Here: Plastic water bottles that sit in the sun or a hot car for too long [can result in chemicals](#) like BPA and antimony leaching into the water. Instead consider storing [Boxed Water](#) in your car or taking a [reusable water bottle](#) on your commute. Some reusable brands we love are [EcoVessel](#) and [bkr](#)!

Freshen Up The Funk: Car air fresheners use chemicals to mask scents. Thankfully, there are many [air freshener alternatives](#) designed specially for cars, made from ingredients like essential oils and activated charcoal.

It's A Wrap: PFAS chemicals are widely used to coat paper food wrappers and cardboard containers, and they're [even found in some "green" compostable products](#). The FDA found that these chemicals can spread out of the wrapper and [contaminate food](#). When EWG tested fast food wrappers, they found fluorinated chemicals in [40% of those tested](#). PFASs can remain in the body [for years](#) so cut back on fast food and greasy take-out to reduce your exposure and help out your waistline too!

Take Action: Further Your Impact

Now: Do your part to reduce emissions on the road by downloading a rideshare app. There are many great options out there like Lyft, Uber, Juno, and Gett!

Transportation recently [replaced power plants](#) as the #1 source of U.S. carbon dioxide emissions, and traffic pollution is linked to a number of health issues like cardiovascular disease and asthma.

Later: Invest in a better car with less emissions using National Geographic's [Buying Guide](#). After you buy, be sure to ventilate your vehicle as often as possible, using the fans and opening windows, since the infamous new car smell, a sign of volatile organic compounds off-gassing, [can cause more harm](#) than good.

Dive Deeper

[Electric Scooters' Sudden Invasion of American Cities, Explained](#) - VOX

[9 Cities With Smart Ideas to Improve Transportation](#) - Curbed

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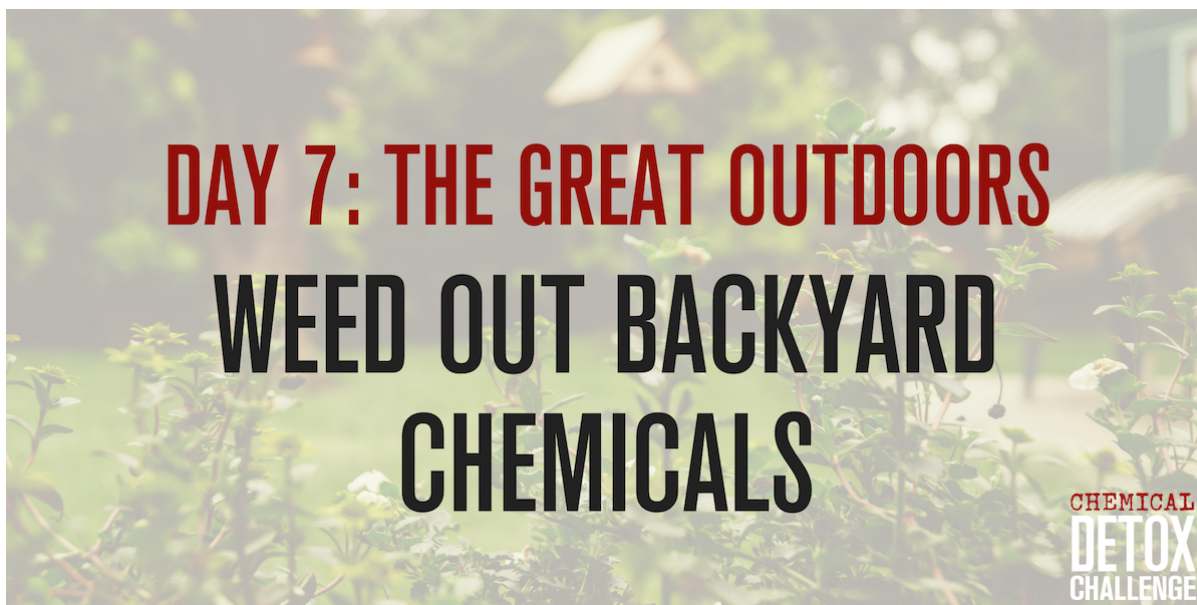
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Dear Challenger,

Whether you are camping or relaxing in the backyard, we shouldn't worry about exposure to toxic chemicals while enjoying nature!

This Challenge was inspired by the new film, [THE DEVIL WE KNOW](#). If you haven't had a chance to see it, watch it today on [iTunes](#).

What You Need To Know

Get The Dirt On DEET: DEET is still recommended as the most effective way to ward off insects, but if you're concerned about the [health impacts](#), check out the [EWG guide](#) for the least toxic alternatives or consider essential oils. If you decide to go with DEET, spray it on clothing instead of directly on skin. And if you decide to go with DEET-free repellants, reapply often.

Uncover Sunscreen Secrets: We all want to avoid dangerous UV rays and protect against skin cancer, but what types of chemicals lurk in our lotions? The majority of

sunscreens on the market contain a [chemical called oxybenzone](#) that is an allergen and a hormone disruptor that soaks through skin. Look for mineral-only sunscreen products and avoid spray-on delivery, especially for young kids, because it can pose an inhalation risk. We love [Goddess Garden Organics](#) and you may too.

Rain, Rain Go Away: PFAS chemicals are used to make outdoor gear waterproof, but then remain in our bodies and in the environment for [hundreds of years](#).

Consider gear made from materials like wool and waxed canvas, which also repel water without all the chemicals. If you don't need something truly "waterproof," look for coats, hats, boots, and tents labeled "water resistant." They're less likely to be treated with PFASs. [Marmot](#) uses some of the best PFAS-free chemistry on the market in their Eclipse, Phoenix, and Celeste lines!

Take Action: Further Your Impact

Now: Check out Detox Outdoors' site dedicated to PFC-free gear and sign their latest [petitions](#).

Later: Embrace green landscaping! In the United States, lawns consume nearly [70 million pounds of pesticides](#), leading to rainwater runoff carrying pesticides into sewer systems and animals ingesting pesticides through seeds and berries on the ground. To counter these effects, integrate [native plants](#) into your landscaping, check for government incentives or rebates to help convert, and use [natural pesticides](#).

Dive Deeper

[19 Toxic Chemicals Lurking In Your Backyard](#) - Reader's Digest

[Help Make Your Yard Bird-Friendly In The Face of Climate Change](#) - Audubon Society

[How to Avoid Summer's Itchiest Pests](#) - Because Health

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Congrats on completing the Chemical Detox Challenge!

[View this email in your browser](#)

Hi Challenger,

You did it! In just 7 days, you've started your journey to healthier living by learning some facts and tips to reduce you and your family's exposure to toxic chemicals.

Even starting with just one or two tips will make a difference in your life.

Congratulations on taking those first steps!

Please join us in amplifying the impact of THE DEVIL WE KNOW and the Chemical Detox Challenge! Here's how:

- Encourage friends to watch the film on [iTunes](#) and other digital platforms like [Amazon](#) and [GooglePlay](#)!
- Host a grassroots screening in your institution, community, or classroom! Help the film spark localized discussions and inspiring action in communities nationwide by [signing up here](#), or by contacting denae@filmsprout.org.
- Share your feedback with the filmmakers by taking [our survey here](#)! Your feedback will be instrumental in the development of resources to help educate and provide engagement opportunities for future audiences.

As a special gift to you, we've created a cheat sheet with some of our favorite tips from the challenge. **Download the 7 Ways to Take Action & Reduce Your Exposure to Toxic Chemicals action guide for [free here](#) to save it on your fridge and put it in your wallet!**

Please let us know if you have any questions and thank you for your time.

In solidarity,

Stephanie & THE DEVIL WE KNOW team

CHEMICAL DETOX CHALLENGE



THE DEVIL WE KNOW



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