

Retailer as Environmental Leader: Governmental Drivers



Debbie Raphael, City/County of San Francisco

Cities are the end-of-the-line for environmental impacts



Zero Waste Goals



- 75% Diversion to landfill by 2010

77% (2008 data)

- Zero waste by 2020



Getting to Zero Waste



Styrofoam Foodware Ban



Plastic Bag Ban



Plastic Water Bottles (City purch.)

Retailers Respond...



Mandatory Recycling/Composting: Burger King



The Precautionary Approach



It is **NOT** sufficient to ask:

Is it legal?

Is it safe?

We also **MUST** ask:
Is it necessary?

2007 San Francisco Bans Phthalates...



Next came
California...

And then
the Nation!



SF Asks Retailers to take action....





“Safeway will no longer sell baby bottles made with BPA,” said Brian Dowling, vice president, public affairs at Safeway, in a statement. “We want to be mindful of our customers' concerns and reassure them that Safeway values our children's health and well-being. The availability of alternatives allows us to withdraw the [BPA] baby bottles.”

SF Offers Assistance...



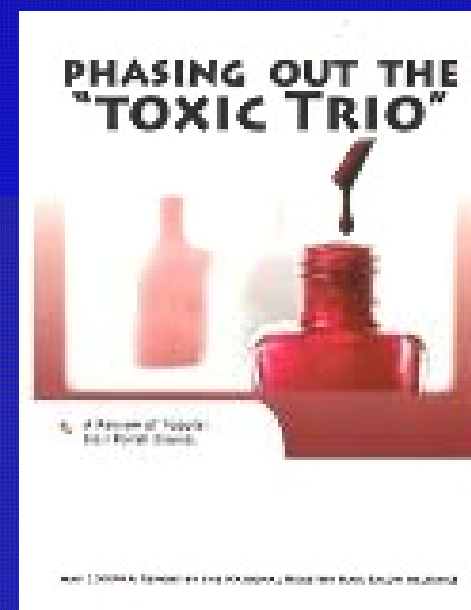
Tell your friends
We pick up paint, motor oil and other household hazardous waste.
330-1405

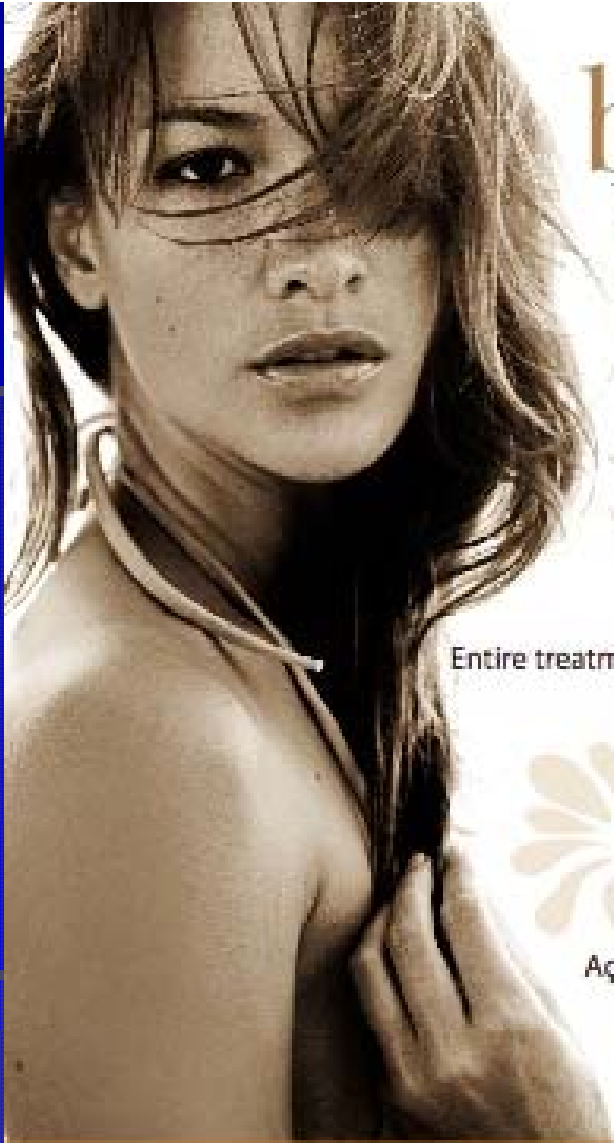


SF offers
\$



Recognition Programs





brazilian blowout™

Entire treatment completed in just 90 m
NO DOWNTIME

Leaves hair smooth and frizz-free
WITHOUT harsh chemicals!

Results last for up to 12 weeks!

Açai Aftercare Maintenance products
ensure longest lasting results.

Certified Salon

www.brazilianblowout.com

The ONLY Professional Smoothing Treatment that improves the health of the hair.

DANGER
FORMALDEHYDE
IRRITANT AND POTENTIAL
CANCER HAZARD
AUTHORIZED PERSONNEL ONLY

DANGER
**FORMALDEHYDE
CONTAMINATED**
AVOID INHALATION
AND SKIN CONTACT

www.FreshStyle.com

Prepared to OSHA, ACC, ANSI, NOHSC, WHMIS & 2001/58 EC Standards

MSDS Revision: 1.4

MSDS Revision Date: 10/26/2010

3. COMPOSITION & INGREDIENT INFORMATION- continued

CHEMICAL NAME(S)	CAS No.	RTECS No.	EINECS No.	%	EXPOSURE LIMITS IN AIR (mg/m ³)								
					ACGIH		NOHSC			OSHA			OTHER
					ppm		ppm			ppm			
TLV	STEL	ES-TWA	ES-STEL	ES-PEAK	TLV	STEL	IDLH						
WATER	7732-18-5	ZC0110000	231-791-2	≤85.0	NA	NA	NF	NF	NF	NA	NA	NA	
METHYLENE GLYCOL	463-57-0	NA	207-339-5	< 5.0	NA	NA	NF	NF	NF	NA	NA	NA	
BEHENYL TRIMETHYLAMMONIUM METHOSULFATE AND N-HEXADECANOL AND BUTYLENE GLYCOL MIXTURE	NA	NA	NA	≤ 5.0	NA	NA	NF	NF	NF	NA	NA	NA	
ISOPARAFFIN	64741-65-7	NA	265-067-2	≤ 3.0	NA	NA	NF	NF	NF	NA	NA	NA	
CETRIMONIUM CHLORIDE	112-02-7	NA	203-928-6	≤ 2.0	NA	NA	NF	NF	NF	NA	NA	NA	
PETROLATUM	8009-03-8	SE6780000	232-373-2	≤ 1.0	NA	NA	NF	NF	NF	NA	NA	NA	
HYPNEA MUSCIFORMIS EXTRACT (AND) [GELLIDIELA ACEROSA EXTRACT (AND) SARGASSUM FILIPENDULA EXTRACT (AND) SORBITOL	NA	NA	NA	≤ 1.0	NA	NA	NF	NF	NF	NA	NA	NA	
THEOBROMA GRANDIFLORUM SEED BUTTER (CUPUAÇU BUTTER)	394236-97-6	NA	NA	≤ 0.5	NA	NA	NF	NF	NF	NA	NA	NA	
PANTHENOL	81-13-0	ES4316000	201-327-3	≤ 0.25	NA	NA	NF	NF	NF	NA	NA	NA	
HYDROLYZED KERATIN	69430-36-0	NA	274-001-1	≤ 1.0	NA	NA	NF	NF	NF	NA	NA	NA	
FRAGRANCE (PARFUM)	NA	NA	NA	≤ 1.0	NA	NA	NF	NF	NF	NA	NA	NA	
METHYLCHLOROISOTHIAZOLINONE	26172-55-4	NA	247-500-7	≤ 0.1	NA	NA	NF	NF	NF	NA	NA	NA	
METHYLISOTHIAZOLINONE	2682-20-4	NA	220-239-6	≤ 0.1	NA	NA	NF	NF	NF	NA	NA	NA	



Green Chemistry

(12 principles*)

1. Waste Prevention
2. Atom Economy
3. Less Hazardous Chemical Syntheses
4. Designing Safer Chemicals
5. Safer Solvents and Auxiliaries
6. Design for Energy Efficiency
7. Use of Renewable Feed stocks
8. Reduce Derivatives
9. Catalysis
10. Design for Degradation
11. Real-time analysis for Pollution Prevention
12. Inherently Safer Chemistry for Accident Prevention



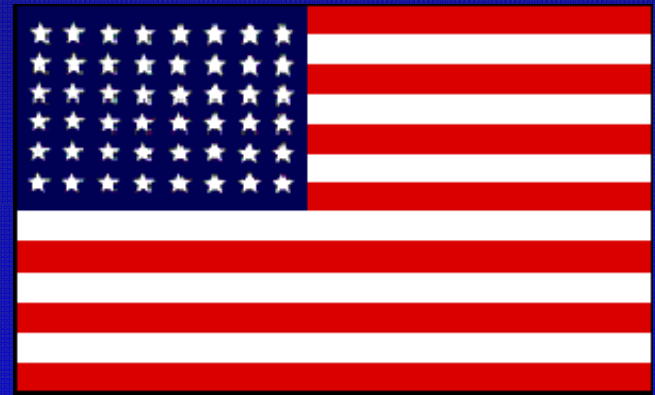
* *Anastas, P. T.; Warner, J. C.; Green Chemistry: Theory and Practice, Oxford University Press: New York, 1998, p.30. By permission of Oxford University Press.*

Chemicals Policy Reform



AB 1879

CA Dept. of Toxic Substance Control



Safe Chemicals Act

2011

*(reform of the Toxic
Substances Control Act)*
**US Environmental Protection
Agency**