



WOMEN'S VOICES FOR THE EARTH

OUR HEALTH. OUR FUTURE. TOXIC FREE.

We have a new name for Summer's Eve:

Summer's Deceive

Summer's Eve is a popular feminine hygiene brand that markets wipes, washes, and more as “must-haves” for both health and self-image. They capitalize on the blatant underlying message that vaginas are dirty and in need of cleansing. What's worse: with names like “Sheer Floral” and “Island Splash” feminine wipes may sound refreshing, but they could contain hidden toxics.

www.womensvoices.org/SummersDeceive



Toxic Talking Box

Did you know that some Summer's Eve feminine wipes contain a spermicide? In Toxic Talking Box, one shopper finds out about octoxynol-9, a potent contraceptive drug that effectively kills sperm, and that no warning or caution appears on the label. What the what?! Watch as she responds to a box of feminine wipes pushing its toxic marketing.



Fairy Fem Wipes Mother

Summer's Eve talks like they're your fairy godmother, giving you the downlow on why you need to use feminine wipes. Fairy Fem Wipes Mother parodies those feminine hygiene ads that would have you believe you need to constantly clean your vagina to do anything in life. But that's just body-shaming. Summer's Eve: we're sick and tired of being told our bodies are dirty. And we're not falling for it.



Toxics to Go

Summer's Eve would have you believe your vagina is so dirty, using their wipes at home isn't enough—you have to continue using them while you're on-the-go. Can you say overkill?? Toxics to Go plays off of this manipulative marketing to draw attention to the health impacts associated with chemicals in feminine wipes.

Summer's Deceive

The Problem

Use of feminine wipes is on the rise largely due to stepped up marketing by brands like Summer's Eve, which promotes feminine wipes as a 'must-have' for both health and self-image. The chemicals used in their wipes products, however, belie marketing messages that tell women they need wipes in order to feel fresh, clean and confident.

Summer's Eve feminine wipes contain many ingredients that put women's health at risk, including:

- **Octoxynol-9** is a potent contraceptive drug that effectively kills sperm. However, wipes containing octoxynol-9 are not considered contraceptives, nor are they required to have any caution labeling to their potential effect on a woman's fertility.
- **2-Bromo-2-Nitropropane-1,3-Diol and Iodopropynyl butylcarbamate (IPBC)** are preservatives used in several Summer's Eve wipes, including one product labeled 'Simply Sensitive.' 2-Bromo-2-Nitropropane-1,3-Diol releases formaldehyde, a human carcinogen. Exposure to formaldehyde can cause allergic reactions for those who are sensitized to it. IPBC is also a well-known skin allergen, making the use of feminine wipes containing these chemicals a painful experience for many women.
- **Fragrance** is used in all Summer's Eve feminine wipes, but labels offer no fragrance ingredient information. Instead their website only lists 'Clinically Tested Safe Scents' as one of the benefits to using their wipes products. This is vague marketing language that fails to provide women the ingredient information they need to make their own purchasing choices. Fragrance can be made up of potentially hundreds of different ingredients, many of which are linked to serious health problems from skin irritation to hormone disruption and breast cancer.
- **Neutresse®**, a trademarked odor-control technology used in many Summer's Eve wipes. It is the only feminine wipes brand that has such technology, and like fragrance, the ingredients in Neutresse are also withheld from consumers.

Women of color are disproportionately impacted by the harmful and unwanted chemicals in feminine wipes. Data compiled by the National Health and Nutrition Examination Survey (NHANES) indicate that Black and Latina women use wipes, douches, washes, and sprays at higher rates than white women. Companies continue to market feminine products more aggressively to women of color, putting their health at heightened risk of toxic exposures and adverse long-term health impacts.

Bottom line: Taking care of your body shouldn't put your health at risk! Raise your voice and demand that Summer's Eve remove toxic chemicals from its feminine wipes and come clean about all ingredients, including fragrance and Neutresse®.