



Know your environment.
Protect your health.

January 15, 2018

Ms. Helena Foulkes
President
CVS Pharmacy
One CVS Circle
Woonsocket, Rhode Island, 02895

Dear Ms. Foulkes:

The Environmental Working Group applauds yet another bold decision by CVS that will positively affect its customers' health and well-being. This latest step will no doubt reverberate to many of the cosmetics companies that sell and market products in CVS's nearly 10,000 U.S. stores.

For far too long, the cosmetics industry has told young people through airbrushed advertisements that beauty comes in one shape and size. This new initiative by CVS will go a long way in helping to dispel that myth.

As you noted in your statement, the proliferation of unrealistic body images through digitally enhanced photos has established harmful health effects. And these images are almost always used to market cosmetics and other products to young women and girls.

Whether it is promoting body authenticity, selling products that meet transparent and strict standards for health, or revealing more information about the ingredients in cosmetics, being more transparent and open with the consumer is always good for business and the right thing to do.

Through both our Skin Deep® database of cosmetics products and our verification program, EWG VERIFIED™, EWG has pushed personal care product makers to disclose more information about chemical ingredients and fragrance. More and more consumers are demanding transparency.

We are happy to note that CVS carries products that are EWG VERIFIED™, meaning that they have met our highest standards for health.

And last year alone, Procter & Gamble and Unilever announced major transparency initiatives to give customers more information than ever before about fragrance ingredients.

1436 U Street NW, Suite 100, Washington, DC 20009

p. 202.667.6982 | f. 202.232.2592

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CVS's latest move shows that how cosmetics products are advertised and marketed is just as important to the consumer as how the products are made.

In recent years, CVS has taken other important steps to help improve the lives of its customers, including stopping the sale of tobacco products. This latest decision is further proof that under your leadership, CVS is taking crucial steps in helping to advance the health and well-being of the American people.

On behalf of my colleagues at EWG, we congratulate CVS on its important step in advancing this critical conversation.

Sincerely,

Ken Cook
Co-founder and President
EWG