



For Immediate Release
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The Breast Cancer Fund Wants You To Think Dirty Next Time You Buy Shampoos and Lipsticks.

TORONTO – Today, Toronto-based startup Think Dirty™ and San Francisco nonprofit the Breast Cancer Fund announce an exclusive strategic alliance with the common goal of bringing transparency to ingredients in cosmetics and personal care products. By harnessing the power of mobile technology, the Breast Cancer Fund and Think Dirty will be working together to raise money for efforts that educate and empower consumers to make healthier choices when choosing cosmetics and personal care products.

Think Dirty Founder and CEO Lily Tse and Breast Cancer Fund President and CEO Jeanne Rizzo will be working together with their teams in support of the Campaign for Safe Cosmetics and other initiatives in which consumers can use the Think Dirty mobile app to scan product labels and raise funds.

Rizzo says, “It only makes sense to empower consumers with technology to make them more aware of the ingredients in their cosmetics and personal care products. We’ve seen it time and time again: personal actions can spur major market change. Think Dirty is more than an app, it’s a movement, and we’re excited to move forward with the Think Dirty team to make it happen.”

Tse, a seasoned Art Director formerly worked on marketing campaigns for major international brands saw the opportunity to increase transparency in cosmetic and personal care industry when she had difficulties understanding most cosmetics and personal care labels.

“Three years ago, I was moved by a short animation produced by the Campaign for Safe Cosmetics. I had the ‘Aha!’ moment when the story resonated with my personal experience of not able to understand cosmetics labels. Then I realized there’s a need for a tool like Think Dirty. Fast track 3 years later, partnering with the Breast Cancer Fund and the Campaign is a dream comes true. They inspired me to take daily actions to shop for my health and the environment. I am thrilled and honoured to have the Breast Cancer Fund and Campaign for Safe Cosmetics joined Think Dirty as charity partners. We’re looking forward to a fruitful year of making cosmetics safer for all of us.”

The Think Dirty app makes reading product labels simple, easy, and fun. The app also helps consumers understand what ingredients and symbols on product packaging mean. Products are rated by the Dirty Meter™, a rating system based on third party non-profit science, environmental organizations, and government agencies including Health Canada Hotlist, European Union Health Commission Cosmetics Directive, the Breast Cancer Fund, David Suzuki Foundation and National Cancer Institute. As exclusive

charity partner, the Breast Cancer Fund will also be receiving support from Think Dirty in engaging brands and companies to join the Campaign for Safe Cosmetics Business Network.

Janet Nudelman, program and policy director at the Breast Cancer Fund and co-founder of the Campaign for Safe Cosmetics, said, “With a tool like Think Dirty, consumers can help find and promote good companies that are using nontoxic ingredients. You shouldn’t have to be a toxicologist to know how to find safer products.”

The Think Dirty app is available for download on the Apple App Store.

To join the clean beauty conversation follow Think Dirty and the Breast Cancer Fund on Twitter: @thinkdirty and @breastcancerfund.

About Think Dirty

Think Dirty is the easiest way to learn about the potentially toxic ingredients in cosmetics and personal care products. It’s an independent source that allows consumers to compare products as they shop. By scanning the product barcode, the Think Dirty app provides easy-to-understand info on the product, its ingredients, and cleaner options. Think Dirty is also the winner of the 2012 Digifest of It’s Start Competition and part of the George Brown Digital Gaming Incubator.

URL: thinkdirtyapp.com Facebook: facebook.com/thinkdirtyshopclean Twitter: @thinkdirty

About the Breast Cancer Fund

Founded in 1992, the San Francisco based Breast Cancer Fund works to prevent breast cancer by eliminating exposure to toxic chemicals and radiation linked to the disease. The Breast Cancer Fund’s Campaign for Safe Cosmetics is a broad-based coalition working to eliminate dangerous chemicals from cosmetics and personal care products.

URL: breastcancerfund.org Facebook: facebook.com/breastcancerfund Twitter: @breastcancerfund

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