

**What was the most surprising thing  
you learned this morning?**

# PFAS in products:

Policy, Markets and Advocacy

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Defending clean water, a safe climate,  
and healthy communities.



environmental  
defence

# PFAS OVERVIEW

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# PFAS and Products

- **Forever (fluorine) chemicals (carbon) - persistent**
- **Polymers, non-polymer** structure
- **OECD definition** (“at least one fully fluorinated methyl or methylene carbon atom”)
- **In hundreds of products** - resists water (DWR), stain, oil, etc - but **not particularly effective**; shed
- **Thousands of PFAS never assessed for safety**



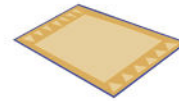
Non-stick cookware



Fast food packaging



Water-resistant clothing



Stain-resistant carpet and furniture

## SOURCES of PFAS



Paints



Cosmetics and personal care products



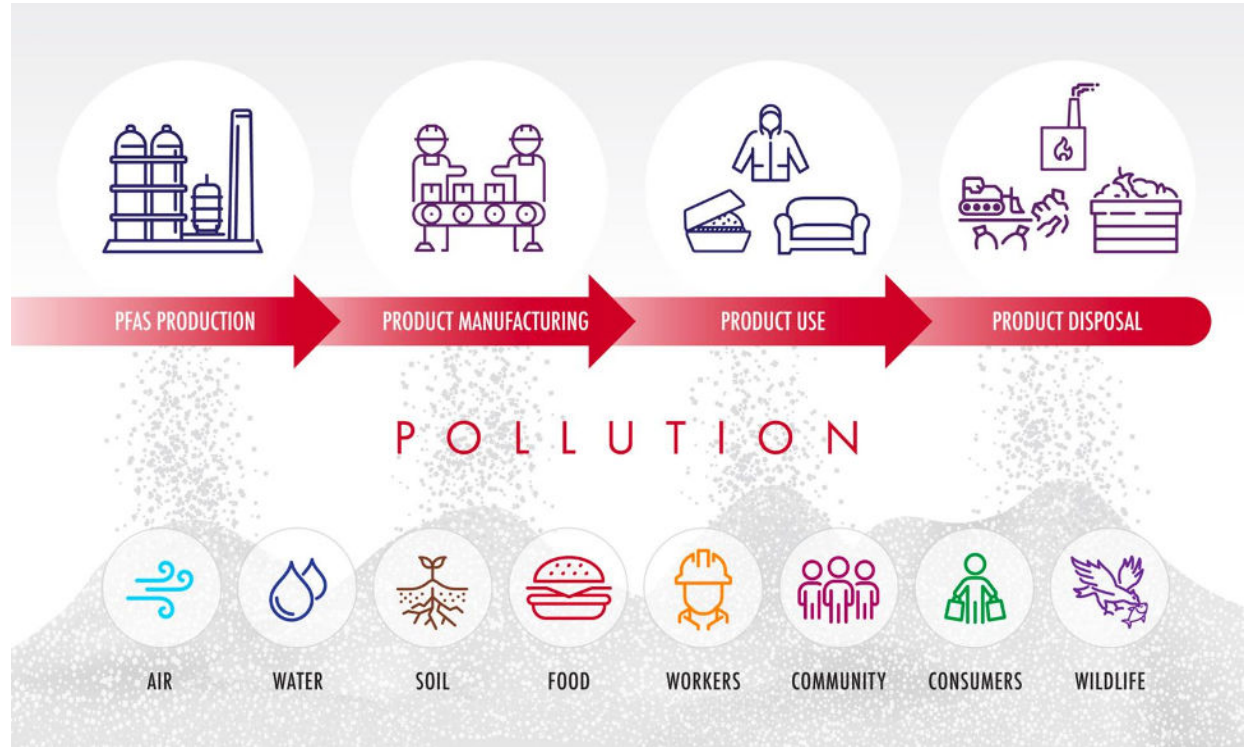
Firefighting foam



Pesticides

# PFAS Lifecycle

1. Producers (12 major)
2. Process
3. Products
4. Retailers
5. Users
6. Disposal
7. Fate (us, water, species)



# PFAS Liability

- **Litigation**
- **Insurance exclusions**
- **Costs:** price (\$28 / kg) vs **full-cost** - remediation, health care etc (\$27,498 / kg)  
(ChemSec report)

**SOCIETAL COSTS OF  
PFAS: €16 TRILLION**

PFAS revenue per year:  
€26 billion





# PFAS and Human Health

PFAS exposure has been linked to:

- Cancer
- Kidney & liver damage
- Thyroid disease
- High Blood Pressure
- Cardiovascular disease
- Immune Suppression
- Altered metabolism
- Decreased fertility
- Impacts birth weight
- Preterm birth
- Developmental delays

# REGULATIONS AT A GLANCE

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# PFAS Regulations at a Glance

## Canada:

- **May 2023: Class-based approach proposed, to “avoid regrettable substitution”**
- firefighting foam to be regulated, **products info gathering** (CEPA s.71, coming Winter 2024)
- Drinking water ‘objective’ proposed - 30 parts per billion (30 ng/L, 18-25 PFAS)
- Legacy PFAS regs (PFOS / PFOA / LC), with tightened exemptions proposed (2022, final 2024)



# PFAS Regulations at a Glance

- **EU: Feb 2023 PFAS Restrictions Roadmap proposal, product phaseouts**
  - Drinking water: 100 ng/L (20 PFAS), 500 ng/L (total PFAS)
- **US: product-specific bans** (States), **reporting** (TSCA, States), **disclosure/labelling** (Prop 65)
  - Drinking water: 4 ng/L (PFOS/PFOA) plus PFHxS, PFNA, PFBS, and GenX
- **Hong Kong: PFOA on HSL**
- **Thailand: Cosmetics ban for 13 PFAS**
- **Global: Stockholm Convention**
  - **Canada currently pushing for addition of legacy PFAS**



# MARKETS ARE MOVING

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# PFAS Markets

- **Industry / brands already moving:**
  - **PFAS Movement (EU), ZDHC (2022)**
- **Investors (\$10T) seeking phaseouts**
- **Alternatives available:** not 'first movers'
- **Producer hot water:** Profile vs. **0.5% of total chemical production**
- **Regulatory compliance:** reporting, phaseouts
- **Due diligence:** insurance, litigation
- **Consumer demand:** safety, ingredients list, brand commitments
- **Circularity:** recycled content contamination



# Becoming PFAS-free (no intentional PFAS)

- 1) Chemical policies (RSL / MRSL)
- 1) Reformulation w safer alternatives
- 1) Supplier education
- 1) Supply chain monitoring tools
- 1) Verification, product testing

Complete/Substance(s) Present Above Threshold

[Generate Declaration](#)

Products Breakdown

[View All Parts In Scope](#) |



# ADVOCACY

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# PFAS Advocacy

- **Science: Submissions, product testing, reports**
- **Finance: Shareholders, insurers**
- **Environmental Justice: communities, parents**
- **Indigenous Rights: Northern contaminants, fish, wild food**
- **Consumers: buying, socials**





## Discussion

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- **What reputational and liability risks do you and/or your clients face?**
- **What are people doing right?**
- **What would you do differently?**
- **What are the biggest opportunities to phase out PFAS in Canada?**





**THANK  
YOU**

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