



**Fragrance-free**  
*is the* **future**

Don't get left behind

**34.7%**

*of the population has a sensitivity to fragrances*

**15%** *have lost workdays or a job due to fragrance exposure*

**50%**

*would prefer that public spaces were fragrance-free*

**20%** *will enter a business & leave quickly if they smell fragrance*

## **Leading Health Organizations**

Recommend Fragrance-Free Policies

- The American Medical Association
- The American Lung Association

## **IVF Clinics ban fragrances**

- Embryos developing in IVF are extremely sensitive to environmental chemicals
- Studies show air contamination can reduce embryo growth and pregnancy rates



# Fragrance-free

*for a healthy*

# Community

## The Science

*Studies have found that fragrances contribute to the following health conditions:*

- Migraine Headaches
  - Asthma/Respiratory issues
  - Neurological symptoms
  - Obesity
  - Mental Health issues
  - Skin conditions
  - Gastrointestinal problems
  - Cognitive decline
  - Alzheimer's/Dementia
- Immune system dysfunction
  - Musculoskeletal problems
  - Cardiovascular issues
  - Infertility
  - ADHD
  - Hormone imbalance
  - Allergies
  - Cancer

## Unregulated

- *The FDA does not require safety testing for chemicals used in fragrances before being sold to the public.*
- *No requirement to disclose ingredients used in fragrances.*
- *Can be 3,000+ chemicals under the term "fragrance" or "parfume" on the ingredient list.*

## Previous Lawsuits

*McBride v. City of Detroit: Employee with multiple chemical sensitivity sued after her employer dismissed her concerns. She won damages, and the employer had to implement policy changes and training around fragrance sensitivity.*

**Going fragrance-free**  
*is easier than you think*

**Scan the QR code below or visit the website to find fragrance-free products.**



**[fragrancefreealliance.org/fragrance-free-products/](https://fragrancefreealliance.org/fragrance-free-products/)**