



**COMPANY:** productpure™ focuses on making the safest products developed in collaboration with scientists at PlastiPure & CertiChem. These companies have 15 years of experience testing, developing, & certifying products that eliminate or minimize hormonal activity.

- productpure focuses on markets where safety is a proven differentiator, such as infant feeding, reusable water bottle, food storage, & cosmetics.
- productpure makes products that do not leach chemicals with estrogenic activity (EA) such as BPA, parabens, phthalates & thousands of other estrogenic chemicals. Chemicals having EA have been associated with severe health effects such as higher rates of cancer, birth defects, learning disorders, diabetes, obesity, & reproductive problems.
- productpure is a spin-off from CertiChem & PlastiPure, sister companies that test for EA & develop plus certify EA-free products.
- productpure is being incubated at PlastiPure.
- productpure's first breakthrough product is a certified EA-free baby bottle being piloted now.
- productpure products meet a more comprehensive safety standard, certified PlastiPure-Safe™ EA-Free. This standard goes far beyond BPA-free by also eliminating other chemicals with EA.
- productpure's baby bottle is the first of its kind to be certified as PlastiPure-Safe™ EA-Free.



**BPA-FREE ISN'T SAFE ENOUGH:** BPA-free does not mean EA-free. BPA-free products often leach chemicals with EA.

- Published peer-reviewed scientific studies report chemicals with EA can leach from BPA-free plastic products, especially after stressing (e.g., over 92% of BPA-free products tested positive for EA in one study).
- Avoiding plastics does not solve safety problems. For example, glass & steel can become contaminated with chemicals having EA & may not be the best choices for applications requiring clarity & impact resistance, e.g., baby bottles. These materials are also not suitable for components such as nipples, pacifiers, poppets, etc.
- PlastiPure-Safe EA-free products avoid BPA & thousands of other chemicals that have EA. Many scientists think we shouldn't ingest these chemicals.
- Consumer groups (e.g., Center for Environmental Health) & popular press (e.g., National Public Radio) report that the safety issue is not BPA, but rather EA.
- No current baby bottle on the market today has been certified to be EA-free.

## **CHANGEOVER TO EA-FREE SHOULD HAPPEN QUICKLY:**

In 2007 press & consumer group coverage focused on the dangers of BPA. Within a few years, many industries moved to BPA-free. These changes affected key markets including infant feeding, hydration, & food storage.

- As an example, the infant feeding industry went from over 95% of baby bottles containing BPA to 0% containing BPA within a few years without legislation.
- Consumer groups & media are now reporting that BPA-Free is not safe enough because many thousands of other chemicals also are suspected to have EA.
- productpure is uniquely positioned to deliver first-of-its-kind EA-free products to multiple industries.
- productpure is now piloting its EA-free baby bottle.

## **PRODUCTPURE HAS IP (PATENTS & TRADE SECRETS) TO MAKE EA-FREE PRODUCTS:**

- Patents & trade secrets cover identification & formulation of materials, compounding & molding methods, along with testing of EA-free products.
- Comprehensive EA-free certification includes testing of materials, processing aids, colorants, molding processes as well as the end product.
- Along with 17 federal grants, PlastiPure & CertiChem have spent over \$12MM & 15 years to develop EA-free technologies culminating in the productpure spin-off.
- Ongoing testing of a product for EA is required to maintain PlastiPure EA-free certification.
- Consumers know that their product meets a more comprehensive set of criteria when they see the PlastiPure-Safe™ EA-free certification seal.

## **SELECTED BABY BOTTLE FEATURES:**

- Fewer parts means easy cleaning & assembly
- Nipple socket prevents leaking
- Breast-shaped nipple mimics natural feeding
- Anti-colic devices in nipple
- Interchangeable nipples for different feeding rates
- Collar nubs for easy opening
- Contoured bottle for easy gripping
- Sized to fit in cup holder
- Recyclable PP used for cap, collar & bottle
- Silicone used for nipple
- All components tested & certified free of EA, BPA, & phthalates

