



Media Contact:

Verde PR
Kristin Carpenter-Ogden
kco@verdepr.com
Brook Sutton
brook@verdepr.com
970.259.3555

Swedish Society for Nature Conservation Tests Waterproofing Products for Dangerous Fluorochemicals

SEATTLE, Wash. (October 29, 2007) - The Swedish Society for Nature Conservation (SSNC) recently tested waterproofing products for waterproof clothing, looking for perfluorooctyl content. Perfluorooctyl-based fluorocarbon water repellents biodegrade over time to PFOA, which is persistent in human tissue, and has a half-life of eight years. PFOA at even very low levels has been associated with birth defects in tests with rats. All human beings now have this chemical in their blood.

Nikwax waterproofing products were the only products included in the test that were shown to contain zero levels of these chemicals.

Fluorocarbons May Be Dangerous to Unborn Children

Recent research in both the USA and Denmark has linked head dimension of newborn babies to the amount of a perfluorooctyl material, PFOA, found in their umbilical cords. In other words, even extremely low levels of PFOA may negatively affect human growth. As a result of the Swedish report, responsible Swedish Outdoor retailers have removed fluorocarbon-based waterproofing products from their shelves.

Nikwax Offers a Safer Alternative

Nick Brown, Nikwax founder, said "we have avoided fluorochemicals in our products because we are committed to the well-being of our consumers and our employees. We do not consider a home environment to be a safe place to be handling these chemicals."

For more information on the SSNC study, please visit this [link](#).

About the Swedish Society for Nature Conservation

The Swedish Society for Nature Conservation, SSNC, is Sweden's biggest nature conservation and environmental organization. They actively work to

promote the use of safe-working practices and advise on a wide range of environmental issues.

About Nikwax

Nikwax, founded in 1978, is the global leader in environmentally safe, aftercare waterproofing solutions for extending the life and performance of technical footwear, outerwear and equipment. Nikwax is committed to environmental responsibility.