



FOR IMMEDIATE RELEASE

ICMAD Responds to Microbead-Free Waters Act Passage by U.S. Senate

Deer Park, IL; December 22, 2015 - The Independent Cosmetic Manufacturers And Distributors (ICMAD) Association recognized passage by the U.S. Senate on Dec. 18 of a bill that is intended to eradicate the use of synthetic plastic microbeads in personal cleansing products.

Known as the Microbead-Free Waters Act, the bill, which was already passed by the House, now awaits signature by President Obama to become law.

ICMAD President and CEO Pamela Jo Busiek stated, “We recognize the intention of the bill to provide a unitary approach at the Federal level to phase out the use of microbeads in cosmetics and personal care products. At the same time, we also acknowledge the proactive efforts of the cosmetic industry with its long history of self-regulation to get out ahead of any real or perceived problems. The industry has taken substantial steps to eliminate using plastic microbeads in products well in advance of the bill’s introduction, putting cosmetics and personal care companies in a position of advantage.”

Busiek contends that the research shows cosmetic microbeads remain a tiny fraction of all types of industrial uses, which in its entirety represents a miniscule contribution to the overall issue of marine plastic debris. Many companies have already voluntarily committed to replacing solid plastic microbeads with viable alternatives.

If signed into law, the bill would render products using synthetic plastic microbeads in cosmetics and personal care products adulterated effective January 1, 2018, preempting state and local restrictions that are not parallel or identical to the Federal Law.

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Contact: Mackenzie Keith, mkeith@icmad.org, 214-550-8196 or Abra JM Alscher, aalscher@icmad.org, 847-305-2867.

About ICMAD: ICMAD, the Independent Cosmetic Manufacturers And Distributors, has been the voice of independent cosmetic companies around the world since 1974. Offering innovative business tools, timely publications, educational programs, networking opportunities, and key advocacy support, ICMAD offers invaluable guidance and support for all facets of the independent cosmetic industry. Stay on top of the latest regulations and events with ICMAD and

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