



Target Uncovered: The Poison Plastic Lurking In Your Shopping Cart

Are Target's Products Safe?

Target may have the latest hip designs, but their aisles are filled with products made from chemicals linked to cancer. Target sells many products made out of or packaged in polyvinyl chloride (PVC), the poison plastic. These products are dangerous to our health and environment from start to finish—in the factory, at home, and in the trash—releasing poisonous chemicals linked to cancer and birth defects.

Target's PVC Products Manufactured With Dangerous Chemicals

The production of Target's PVC products requires toxic chemicals, including cancer-causing vinyl chloride monomer and ethylene dichloride. PVC factories are disproportionately located in low-income or minority communities and have been found to expose workers and neighbors to dangerous chemicals.

What's that Toxic Stench? Target's PVC Shower Curtains

Target's chic PVC products are useless without the addition of toxic additives. Children chewing on vinyl toys can be exposed to chemicals linked to reproductive harm. These chemicals are so bad they've been banned from use in toys in Europe. The familiar smell of your new Target shower curtain is that of poisonous chemicals being released into your home. An EPA study found that one new vinyl shower curtain can lead to elevated levels of dangerous toxics in your home for over one month.

"I was so excited to get this home from the store. However, on opening it, I was hit with the strongest plasticky fumes I had ever smelled on a shower curtain...After 48 hours the stench still permeated our apartment & hallways. I had a migraine and felt like I was in a nail salon or embalming room."

Customer complaining about Target Isaac Mizrahi PVC shower curtain in 2006

PVC Pollutes Recycling Materials

PVC products sold by Target cannot be effectively recycled due to the many different toxic additives in the product, which can contaminate the recycling batch. Just one PVC bottle can contaminate a recycling load of 100,000 recyclable bottles!

Safe and Cost-Effective Alternatives Are Available

The good news is that safe, cost-effective alternatives are available for virtually every PVC product or packaged material sold by Target. In fact, Target already sells some products, such as PEVA shower curtains, out of safer plastics.

Target Lags Behind Other Retailers in Taking Action on PVC

Last year, Wal-Mart committed to phase out private label PVC packaging in two years. Other companies phasing out PVC include Nike, Microsoft, Ikea, H&M, and Johnson and Johnson.

Tell Target to Phase out PVC

Ask Target to Truly Promote Healthy Living By Phasing Out PVC

Join consumers in asking Target to follow other retailers such as IKEA and H&M to phase out PVC in their products and packaging—beginning with products like children’s toys, baby products, vinyl shower curtains and packaging.

Examples of Target’s PVC Products & Safer Alternatives

Target PVC Product

Isaac Mizrahi Vinyl Shower Curtain
Packaging of Salon Series Curling Irons
Children’s toys and baby products

Safer Materials Target Can Use

PEVA plastic or Polyester, which use less harmful chemicals
PET plastic, a more recyclable plastic that uses less harmful chemicals
Polyethylene or Polypropylene plastics, which use less harmful chemicals

What Can I Do?

1. Contact Target today

Contact Target’s CEO and let him know PVC plastic is out of style and encourage him to develop a plan and timeline to phase out PVC. Also, please let your Target store manager know that you’re concerned about this issue and encourage them to contact their regional manager and corporate headquarters.

Take action today! Send Target a free letter at www.pvcfree.org

CALL: 1-800-591-3869

WRITE: Bob Ulrich, CEO
Target Corporation
1000 Nicollet Mall
Minneapolis, MN 55403

2. Watch a hilarious video and learn more

Watch the hilarious new animated detective spoof about dangerous chemicals in our homes, *Sam Suds and the Case of PVC, the Poison Plastic*, online at www.pvcfree.org

3. Spread the word

Tell your friends and family about PVC’s impact on our health and environment, and encourage them to contact Target and watch the new spoof video. Make copies of this fact sheet and pass them on.

4. Purchase safer products

Use your consumer power to help shift the market away from PVC products. Check out our website at www.pvcfree.org for resources on safe alternatives to PVC. Avoid products made out of PVC that are labeled “vinyl”. One way to be sure if the packaging of a product is made from PVC is to look for the number “3” inside or the letter “V” underneath the recycling symbol.

