

Microbeads, Mega-Problem

Keep your Home Free of Plastic Microbeads

Dear New Yorkers,

Face scrubs, body washes, even some toothpastes include tiny plastic microbeads that enter the wastewater stream and end up in our lakes and streams. My office's Environmental Protection Bureau is working to ban microbeads from personal care products.



Attorney General
Letitia James

Until that happens, these bits of plastic are still contaminating New York's waters. By following these tips, you can help reduce the amount of plastic entering the wastewater stream and motivate the industry to stop adding them to products. You can make a difference.

Sincerely,

A handwritten signature in black ink that reads "Letitia James". The signature is fluid and cursive.

Letitia James

New York State Office of the Attorney General

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Environmental Protection Bureau

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What you need to know about microbeads:

- Contained in products like facial and body scrubs, even toothpaste;
- 19 tons of plastic microbeads down the drain in New York each year;
- ARE NOT usually trapped by wastewater treatment plants;
- Persist in waters, collect toxic pollutants and mistaken for food by fish and wildlife.

Learn more:

Unseen Threat: How Microbeads Harm New York Waters, Wildlife, Health and the Environment:

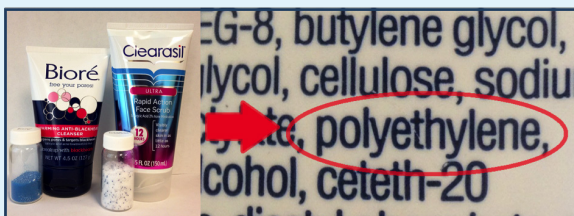
www.ag.ny.gov/pdfs/Microbeads_Report_5_14_14.pdf

Discharging Microbeads to Our Waters:

www.ag.ny.gov/pdfs/2015_Microbeads_Report_FINAL.pdf

Here are **THREE EASY TIPS** on how to help curb the flow of microbeads into New York's waters by choosing not to wash your face and brush your teeth with plastic.

- 1. Check the ingredient list:** The most common type of plastic microbead will be listed as the ingredient polyethylene. A few other types of plastic microbeads may be used including polypropylene or nylon.



- 2. Check your product against a list of products containing microbeads:** It can be hard to tell if your product contains microbeads or not. The *Beat the Microbead* campaign has developed lists to check and see if your personal care products contain microbeads.
- 3. Download the *Beat the Microbead* App:** You can download an App to scan the barcode of any personal care product with your smartphone camera and check to see if it contains microbeads before purchase.

Find the *Beat the Microbead* consumer lists and App, or report new products containing microbeads at: www.beatthemicrobead.org