

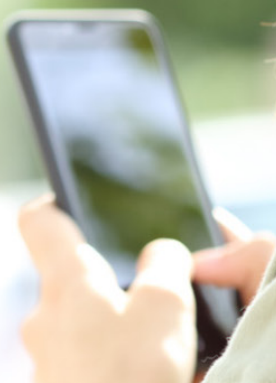


SILENT SPRING INSTITUTE

Researching the Environment and Women's Health

A New Era in Environmental Health

YOU HAVE A RIGHT TO KNOW



A DIGITAL TOOLS INITIATIVE





Many products on the market contain chemicals that pose health risks. You have a right to know what ends up in your body and the potential dangers of exposure.

And yet, “Chemical industry lobbyists have rigged the system so that we consumers just can’t protect ourselves adequately,” says *New York Times* columnist Nicholas Kristof reporting on his results after participating in a Silent Spring Institute biomonitoring project, during which his body was tested for toxics.

The system itself is unhealthy. We aim to change that and usher in a new era of environmental health. **The initiative we propose will powerfully combine 3 things we’ve already created:** our Detox Me app, our consumer product logging app, and our DERBI custom software for creating personal exposure reports.

- ➔ This powerful combination will magnify, democratize, and customize the power of our research to provide a new individualized health experience for YOU and everyone else.
- ➔ This powerful combination will take the latest science on how chemical exposures affect your health (and may even lead to disease) ... and place it in the palm of your hand.
- ➔ This powerful combination will give you an opportunity to participate in advancing science.

This powerful combination will be “magical.”

HERE'S WHERE WE STAND NOW

We have the pieces. The next step is to put them in place.

With our Detox Me app, you can inform yourself of environmental health risks with a library of simple, science-based tips on how to reduce your exposures to toxic chemicals where you live, work, and play. This app has been downloaded over 380,000 times and was featured in the HBO series *Not So Pretty: Here's the Ugly Truth about the Beauty Industry*.

With our consumer product logging app, you can learn about your potential chemical exposures from the products you use every day. Just pick up the products and snap photos of the ingredient list on each product or its packaging. Then, we analyze the information to identify any ingredients of concern. At the end, you get a personalized report explaining your risks across all products.

This is good. Yet we can do much better — with your support. Our plan for improvement is this: We will upgrade the app so that your product audit and personalized report will be much more accurate and comprehensive. That's because it will aggregate data based on how often you use each product, where on your body you use it, how long it stays on your body, and its chemical composition.

Without this next-level kind of personalized report, there's no way for you to know how to accurately prioritize your risks for a strategic “health makeover.” But with you standing by our side, we can and will fix

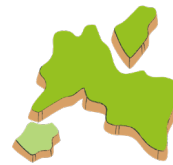
that! In the process, you help scientists learn more about dangerous chemical exposure trends and related patterns.

With our custom software called DERBI (Digital Exposure Report-Back Interface), you can get a personalized chemical exposure report based on results from a urine or blood test or from an analysis of your household dust, air, and drinking water. Each report is interactive and user-friendly — including clear graphs, popups for more info, and simple headlines that describe overall findings.

Silent Spring designed all of this based on years of experience and testing to see what works best for most people. The reports are not just a bunch of numbers from a lab test. Far from it. The software interprets and presents the results in a way anyone can understand. It even shows you how you compare to others in a demographic or community. Tools like this are critical as we move from the age of precision medicine to the age of precision prevention.

Right now, these 3 Silent Spring technologies are separate — like islands.

Only Detox Me is available to the public. The consumer product logging app and DERBI custom software are currently available solely to participants in research studies.



Therefore, what we aim to do is make our 3 current technologies available to all people in 1 powerful experience that promotes good health via good science.



GOOD HEALTH VIA GOOD SCIENCE

This new tool will empower us to track our exposures to endocrine-disrupting chemicals.

We are talking about the kind of chemicals that interfere with our body's hormones ...the kind of chemicals that can negatively impact childhood development and fertility ...the kind of chemicals that can increase the risk of breast cancer.

With your support, this tool will provide a **new level of personalized feedback** to help both individuals and the community at large ...because when we have access to more personalized and useful information, we're more likely to engage with the issues that affect us all.

People have a right to know what they

don't know. And they should! You deserve to know your chemical exposure levels and the WHY behind these levels.

Our new initiative will provide you with health-saving knowledge and enable you to:

- Snap photos of the ingredient list on each product or its packaging
- Order at-home tests to get your body evaluated for toxic chemicals
- And receive personalized tips for reducing your harmful exposures and leading a healthier life — *all from your phone.*

BROADLY, WE EXPECT 3 IMPACTS:

IMPACT #1: A market shift toward developing safer alternatives

IMPACT #2: A consumer shift toward improving people's environmental health literacy, independence, and autonomy

IMPACT #3: A research shift toward advancing science on exposures and health effects

Imagine how many lives could be changed for the better ...

A young mom might take her phone, scan the products in her home, get a personalized report showing which household items are unsafe for her and her children, and replace them with much safer alternatives.



A college student might use the new “super app” you help create and take advantage of the feature that allows her to order a simple chemical exposure test sent to her by mail. Her test results could be the crucial early warning she needs to take action and stay healthy.





THE FRUITS OF SCIENCE—FOR ALL PEOPLE

Contributions to science matter. They lead to change.

It's because of people like you that Silent Spring has been able to spearhead such change . . . e.g., by being the first to measure various harmful chemicals that have since been phased out — for the benefit of all.

To make more positive change through the “magic” of science and usher in a new era of environmental health will take hard work — design, testing, engineering — and YOU.

**Thank you for being the kind of person who
believes in science and insists that the fruits of science
must be made available for all people.**



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