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FACE VALUE: MICROBEADS & BODY CARE

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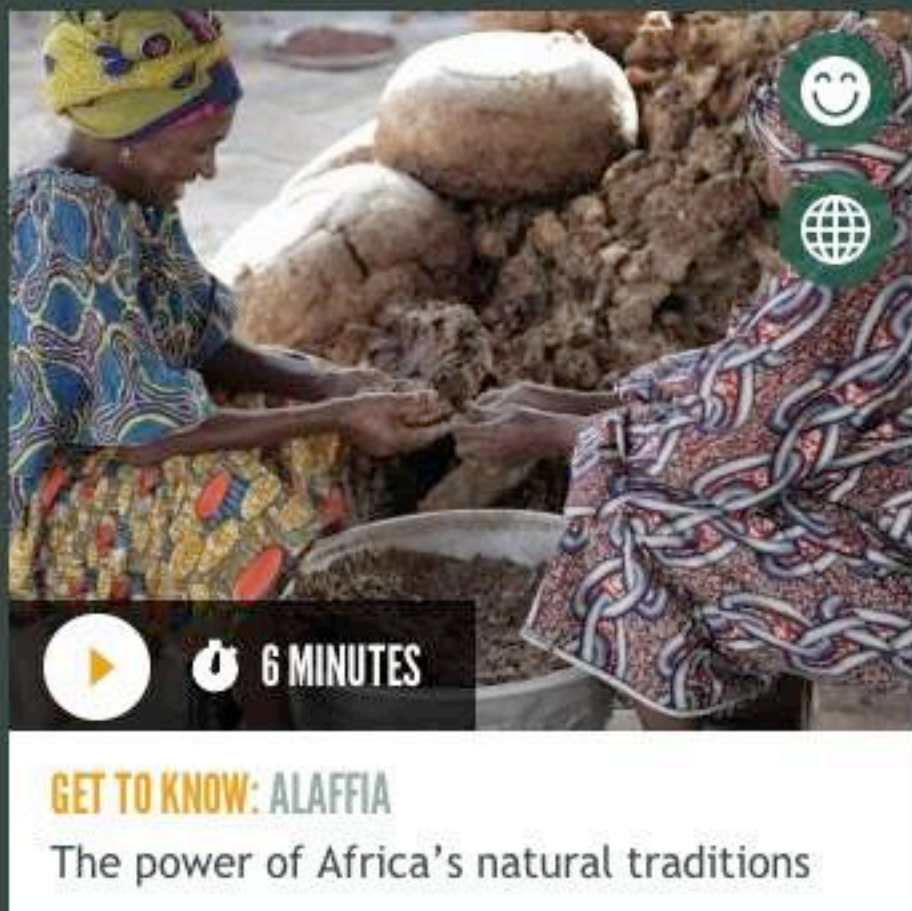
Some exfoliating cleansers contain plastic microbeads, which can slip through water treatment systems and end up harming marine life. Our Quality Standards prohibit plastic microbeads in personal care products. It's part of our commitment to a healthy planet. [Learn more about how you can help too.](#)



Learn more!

[wholefoodsmarket.com/plasticbeads](http://wholefoodsmarket.com/plasticbeads)

EXPLORE FURTHER: [FACE VALUE: MICROBEADS & BODY CARE >](#)



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'WE SELL PRODUCT—A BEAUTIFUL, WORTHY AND ANCIENT PRODUCT—SO THAT WE CAN PLANT TREES AND ENCOURAGE KIDS TO STAY IN SCHOOL. ONE BY ONE, WE TRY TO EXPAND WHAT'S POSSIBLE FOR INDIVIDUALS, THEN FOR NEIGHBORHOODS.'

— OLOWO-N'DJO TCHALA, CO-FOUNDER OF ALAFFIA

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# PLASTIC DOESN'T BELONG IN OUR PERSONAL CARE PRODUCTS OR IN OUR WATERWAYS.

WHOLE FOODS MARKET® DOES NOT ALLOW MICRO BEADS IN OUR PERSONAL CARE PRODUCTS. PLEASE JOIN US TO "BAN THE BEAD".

## PLASTIC POLLUTION SOLUTIONS ADVOCATES

By purchasing products from these sustainable brands, you'll support 5 Gyres Institute's mission to engage people in policy and design solutions to end the global health crisis of plastic pollution. [5gyres.org](http://5gyres.org).

ACURE

ACURE FOR YOUR SKIN | ACURE FOR THE PLANET



preserve

Nothing wasted. Everything gained®

klean  
kanteen®

There are over  
**5.3 trillion** pieces  
of plastic floating  
on the ocean's  
surface.





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# WHOLE STORY

THE OFFICIAL WHOLE FOODS MARKET® BLOG

## There's Plastic on Your Face... and it's Washing Down the Drain

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By Lia Colabello , June 30, 2014 | [Meet the Blogger](#) | [More Posts by Lia Colabello](#)

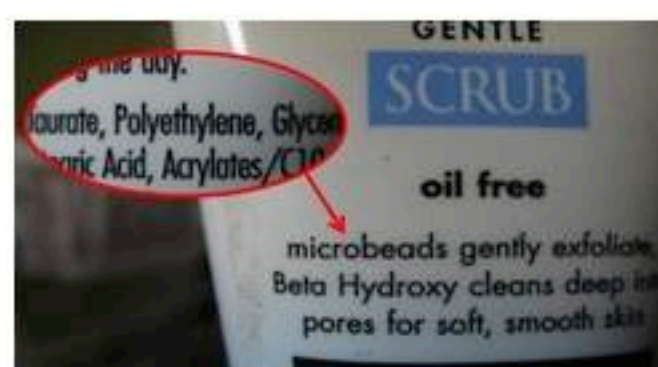
The [5 Gyres Institute](#) conducts research and communicates about the global impact of plastic pollution in the world's oceans. Lia Colabello, who heads development and community engagement of 5 Gyres, shares more about their mission in this blog post.



Every morning, millions of people unwittingly flush billions of tiny, plastic beads down the drain and into our water systems. How? Simply by washing their face!

Many facial cleansers, scrubs, peels and body washes use plastic microbeads to exfoliate the old skin and bring on the new, more youthful "you." Looking good is a good thing, so what's the problem?

Well, it's not such a good thing for the fish and other aquatic life in our lakes, rivers and oceans. It turns out that these microbeads are so small that they can easily slip through water treatment systems and end up in our waterways.



Once in the environment, plastics act similar to sponges, soaking up toxins like petroleum hydrocarbons, PCBs and pesticides, which can pass into the tissues of fish and other marine animals that ingest plastic particles. Then all of this has the potential to enter the human food chain if we end up eating those fish.

The good news is that the exfoliating benefit of plastic microbeads can easily be replaced by natural ingredients such as lemon peel granules, cocoa bean, sea kelp or jojoba beads.

Whole Foods Market doesn't carry microbead-containing products and, in fact, has listed microbeads as unacceptable for their internal [Quality Standards](#) — once again confirming their position as a leader when it comes to body care standards.

If you want to assess your current body care products for microbeads, check the ingredients panel for polyethylene, polypropylene, polyethylene terephthalate, polymethyl methacrylate or nylon.

The 5 Gyres Institute discovered high numbers of microbeads in the Great Lakes and leveraged these scientific findings to engage communities in a grassroots campaign to demand that producers eliminate their use. 5 Gyres appreciates the support of several Whole Foods Market vendors, including:

- ACURE Organics — donating 1% of all sales of their Brightening Facial Scrub to 5 Gyres.
- Klean Kanteen — set up a 1:1 matching donation fund at [Indiegogo](#) through July 28. Double your donation when supporting 5 Gyres.

See how important it is to [Beat the Microbead](#).



At 5 Gyres, we're working toward a planet free of plastic pollution. [Find out what you can do to help.](#)

*Note: A Gyre is a naturally occurring vortex of wind and currents that create a whirlpool effect. The vortex moves more slowly at the center and that is where marine plastic debris collects. There are 5 major Gyres in our oceans, all of which are believed to contain plastic and persistent organic pollutants (POPs).*

Category: [Whole Body](#), [Environmental Stewardship](#)

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ABOUT THE BLOG

Welcome to Whole Story, the official blog of Whole Foods Market.

As the world's leading natural and organic grocer we're all about healthy food and a healthy planet, and we've got bunches of passionate people in our community doing incredible things. Join in the conversation!

2014 IACP Award  
Finalist

