April 27, 2015

Mr. Galen Weston

Loblaw, Shoppers Drug Mart/Pharmaprix

243 Consumers Road

Toronto, ON  M2J 4W8

Dear Mr. Weston,

I am writing to object to the naming of one of the products manufactured for Shoppers Drug Mart under the Life Brand name.

I refer to “Flushable Wipes” and the use of the word ‘flushable’ when referring to the disposal of these items. The reason for my concern is rooted in recent research regarding the problem wipes are creating in the environment as a result of people flushing.

City solid waste departments instruct that used wipes belong in the garbage. Wipes are problematic in municipal sewer and water treatment systems. They are neither biodegradable nor ought they be flushed.

Headlines were made in the UK last month because of the level of wipes that had been flushed and wound up polluting the beaches, Welsh coastlines being the hardest hit.

I have enclosed a few of the articles, which I gather in the course of my ongoing work as a litter researcher, writer and publisher.

Given that ‘flushable’ is indeed a misnomer for your product, I request that the product name undergo a change to “Wipes”, (or Dispersible Wipes, as recommended by Municipal Enforcement Sewer Use Group) and include an instruction to consumers expressly not to flush, but to place them in their trash cans as refuse destined for landfill.

Could I please have a response regarding the regrettable encouragement to flush wipes when that practice is a documented environmental problem? Might you consider a labeling change?

My organization is dedicated to lowering the overall rate of litter and littering and would appreciate a response to these questions. Thank you for your time.

Sincerely,

Sheila White

President & Founder

Litter Prevention Program

www.litterpreventionprogram.com