

RED LISTERS *EXPOSED*

WHAT ARE RED LISTS?

"Red lists" are lists put forward by agenda driven activists to deny access to proven products and materials – taking away consumers choices and driving up costs.

- Eco-alarmists are fond of disseminating “red lists” to scare the public – architects and builders in particular – from using certain materials they claim are bad for people and the environment.
- The problem is, these lists consistently fall short on sound science. They often represent entrenched ideological opposition to select resources, such as PVC – durable, cost-efficient materials that have proven life-cycle sustainability benefits.
- Some lists are vast, vilifying just about every chemical under the sun. Others are known to contradict each other, creating confusion for consumers and business professionals alike.
- And today, anyone can be a “red-lister.” A financial motivation, a refusal to objectively analyze all of the facts, and a desire to mislead the public are the only qualifications required.



THE NATION'S WORST RED LISTERS

- 1 CLEAN PRODUCTION ACTION (CPA)**
13,000 chemicals that builders should avoid. (The number bears repeating... 13,000.)
- 2 HEALTHY BUILDING NETWORK (HBN)**
Red listers need to create individual red lists to differentiate themselves...from other red listers. So HBN did the world a favor and created a master red list, which predictably distorted the facts on PVC.
- 3 PERKINS + WILL**
This for-profit architecture firm red-lists several materials, including PVC... which should come as no surprise, since HBN's Board Chair doubles as a Perkins + Will principal.
- 4 LIVING BUILDING CHALLENGE & CRADLE TO CRADLE & PHAROS**
These pay-to-play certification programs profit by providing stamps of approval when participants avoid their ideological-based red-list targets.
- 5 KAISER PERMANENTE**
Kaiser dismissed the facts and capitulated to alarmist pressure by red-listing PVC. Fortunately, the overwhelming majority of hospitals and medical device manufacturers today recognize PVC as safe and effective when it comes to saving lives.
- 6 DR. OZ:**
Despite the British Medical Journal's conclusion that half of Dr. Oz's medical advice is baseless or just plain wrong, the television personality urges consumers to avoid certain chemicals he declares to be unsafe in the home.

EVIDENCE MUST PREVAIL

Scientifically valid life cycle analysis data should drive measured, responsible material decisions – not irresponsible “red lists” reflecting misguided opinions of environmental profiteers.