

Stink!, Feature Documentary, Jon Whelan, <http://www.StinkMovie.com>, NetReturn Entertainment

page 1

1.	ACT 1		
2.	JON WHELAN	Voice Over (VO)	<p>IN AMERICA, WE LOVE PRODUCTS. WE'RE LURED BY THE CLEVER ADVERTISEMENTS AND WE'RE SUCKERS FOR PRODUCT PACKAGING; THE VIBRANT COLORS AND SEXY SHAPES. AND NOTHING IS MORE IMPORTANT THAN THE SMELL. I MEAN, WHO DOESN'T SNIFF A PRODUCT BEFORE BUYING IT?</p> <p>BUT IF YOU EVER WONDERED WHAT CHEMICALS ARE USED TO MAKE YOUR FAVORITE PRODUCTS – KEEP WONDERING. MOST MANUFACTURERS DON'T WANT YOU TO KNOW WHAT'S ACTUALLY INSIDE.</p>
3.	JON	VO	IN LATIN IT'S CALLED CAVEAT EMPTOR: BUYER BEWARE
4.	JON		<p>JON: I am just trying to finding out what kind of chemical they would put on a kid's pajamas</p> <p>Customer Service Rep: This information is considered proprietary to the company</p>
5.	<p><u>JOHN KERRY</u></p> <p><u>FOX NEWS</u></p> <p><u>ABC7</u></p>	<p>United States Senator United States Secretary of State</p>	<p>John Kerry: The chemicals used to manufacture many of the products we used everyday are never tested to find out if they are harmful...</p> <p>Fox News: How would you as a parent even know it's in a product you're buying for your child?</p> <p>Fox News: That's actually the biggest problem of all.</p> <p>ABC7: My blood contains 175 chemicals linked to cancer, 200...</p>

6.	JON		<p>THIS IS A LOVE STORY</p> <p>Heather: Stop, stop.</p>
7.	JANE HOULIHAN	Environmental Working Group	<p>A MYSTERY</p> <p>Jane Houlihan: The chemicals that are in our environment. In our every day products, end up in our body.</p>
8.	ANDY IGREJAS	Safer Chemicals Healthy Families	<p>A CRIME DRAMA</p> <p>Andy: Chemicals are not tested in a lab to ensure they are safe they are tested on all of us</p>
9.	KARUNA JAGGAR	Breast Cancer Action	<p>A WAKE UP CALL</p> <p>Karuna Jagger: In the 1960's a woman's lifetime risk of breast cancer was about 1 in 20, today it's about 1 in 8.</p> <p>Heather: Hi</p> <p>Richard Nixon: For those who have cancer everything that can be done will be done by government</p> <p>Barack Obama: A disease that has touched the lives of nearly every American.</p> <p>Judy Shills: You're just dumping all this toxic stuff into your bloodstream.</p>

10.	<u>CALVIN "CAL" DOOLEY</u>	American Chemistry Council	AND A FARCE Cal Dooley: I take offense when anyone would even insinuate that our industry you know is supporting ah an increase in the body burden of chemicals...
11.	TOM UDAL	Tom Udall (D), U.S. Senator, New Mexico	Tom Udal: Where do you think we're headed?
12.	Dr. <u>ARLENE BLUM</u>		Arlene Blum: people think that if something is in my shampoo or toothpaste or my chair surely someone is making sure it's safe.
13.	<u>JEFFREY HOLLENDER</u>		Jeffrey Hollender: No one's made sure that it's safe.
14.	JON		IT'S MY STORY Willow: Daddy!
15.	<u>JUSTICE</u> (aka Tween Brands, Inc.)	Ascena Retail Group (NASDAQ: ASNA) \$ASNA	Newscaster: A consumer warning this morning at Justice stores, it involves...

			BUT IT'S ALSO YOURS
16.		TITLE: "STINK!"	
17.	Billy Romp	Jane Street, NY 10014	<i>SOT: "Now this is no taller but there is a lot more tree here..." JON: "You like that one?"</i>
18.	JUSTICE		<p>MY WIFE, HEATHER, ALWAYS LOOKED FORWARD TO CELEBRATING CHRISTMAS.</p> <p>SHE LOVED THE TRADITION OF IT – THE LIGHTS, THE MUSIC, THE FOOD AND OF COURSE THE GIFTS.</p> <p>AND SOMEHOW SHE KNEW EXACTLY WHAT OUR GIRLS WOULD WANT.</p> <p>BUT NOW THAT SHE'S GONE, IT'S ALL UP TO ME.</p> <p>EXCEPT, I'M NOT REALLY A SHOPPER.</p> <p>SO I STARTED LOOKING WHERE ANY DAD WOULD: ONLINE.</p> <p>I THOUGHT THEY'D LOVE THE PAJAMAS I ORDERED FROM A STORE CALLED JUSTICE.</p> <p>AND THEY DID. UNTIL THEY TOOK THEM OUT OF THE PACKAGE, AND SMELLED THEM.</p>
19.	TWEEN BRANDS		<p><i>SOT: Hi, you've reached the home office of Justice...</i></p> <p><i>JON: God this thing stinks!</i></p>

			<p>SOT: Where we bring the hottest fashions to life for tween girls like me!</p> <p>Devon: ...Thank you for calling Justice, this is Devon, how may I help you?</p>
20.	JUSTICE		<p>JON: Hi, for Christmas my daughter received a pair of pajamas and when she opened up the package we were overwhelmed by the synthetic odor. I checked the website it doesn't appear that it has this fragrance and I wasn't quite sure what it was.</p> <p>MALE VOICE: This is not something I would be able to handle</p> <p>JON: Okay</p>
21.	JUSTICE		<p>IT SEEMED LIKE A COMMON SENSE QUESTION TO ASK.</p> <p>JON: I'm just trying to figure out what kind of chemical they would put on a kids pajamas.</p> <p>Male Voice: Okay I actually can't give out that information.</p>
22.	JUSTICE		<p>SO I KEPT ASKING...</p> <p>WOMAN: "That's information that is through our sourcing team and I don't have that information to provide"</p> <p>Jon: So the sourcing team wouldn't want me to know if there was a chemical sprayed on the garment that's manufactured in China and sent to my 8-year-old?</p>

23.			<p>I EVEN TRIED CALLING THE FACTORY IN CHINA THAT MADE THEM...</p> <p>INTERPRETER: Dream Sweet, Dreamy soft Pajamas...</p> <p>BUT NOBODY AT JUSTICE SEEMED TO KNOW THE ANSWER</p>
24.	JIM CRAMER	<p>Jim Cramer CNBC Mad Money</p>	<p><i>JC: Justice understands this demographic very well; it's practically become a lifestyle brand for tweens.</i></p> <p>JUSTICE IS A BILLION DOLLAR COMPANY WITH 1,000 STORES IN THE US.</p>
25.	<p>JUSTICE</p> <p>JIM CRAMER</p>		<p><i>JON: "do you know the company Tween Brands, its on the NYSE?"</i></p> <p>I THOUGHT INVESTORS MIGHT GET BETTER CUSTOMER SERVICE...</p> <p><i>JON: "I would like to purchase one share"</i></p> <p>Woman on phone: This information is proprietary to the company...</p> <p>JON: Gotcha</p> <p>Jim Cramer: Justice for all you could say.</p> <p>THEY DON'T</p>
26.	<p>MICHAEL RAYDEN</p>	<p>CEO, Justice, Acena Retail Group</p>	<p>Woman: "HI, You've reached the home office of Justice – where we bring the hottest fashions to life"</p> <p>JON: That's annoying</p> <p>THEN I LEFT A BUNCH OF DETAILED MESSAGES FOR THE CEO...</p>

			<p>JON: Hello Mr. Rayden, my name is Jon Whelan, I am a shareholder of your parent company and I am now a disappointed customer.</p> <p>.....BUT HE NEVER CALLED ME BACK</p>
27.	RONNIE ROBINSON	Justice, Ascena Retail Group (\$ASNA)	<p>EVENTUALLY, I SPOKE TO THE HEAD OF ALL PRODUCTS JUSTICE SELLS..</p> <p>RR: Ronnie Robinson</p> <p>JON: Hi Ronnie, this is Jon Whelan</p> <p>RR: Oh hi Jon, how are you?</p> <p>JON: Good, how are you?</p>
28.	RONNIE ROBINSON	Justice, Ascena Retail Group , NASDAQ: ASNA, (\$ASNA)	<p>HE ASSURED ME THERE WAS NOTHING TO WORRY ABOUT</p> <p><i>RONNIE: "Every chemical that we used is, you know, completely tested - our average customer is a 10-year-old girl, we make sure that everything we use is appropriate.</i></p> <p><i>JON: Ok, Is there any way to find out what the chemicals are that they use on it?</i></p> <p><i>RONNIE: Um, I'm not sure even if I asked them that they would tell me because it might be proprietary so...</i></p> <p><i>JON: Okay....is there any way we can try and find out because quite honestly I mean</i></p> <p><i>RONNIE: It's not got anything nasty... what what...? Even if they came back and told you what... how would that help you?... just curious....</i></p> <p><i>JON: It's made over seas, um they're using some sort of chemicals,</i></p>

			<p><i>you're not sure exactly which ones they are, I'd like to do my own diligence and find out which ones they're using.</i></p> <p><i>RONNIE: I can tell you 100% I can guarantee you that it's safe</i></p> <p><i>JON: But you don't know what it is? How can you tell me you're 100% certain?</i></p> <p><i>RONNIE: Because, because we are in full compliance with all the government laws and regulations and our own testing procedure.</i></p> <p><i>JON: I guess the only thing that I can do is send the product to a laboratory and find out exactly what's in it.</i></p> <p><i>RONNIE: I guess you bought it, you can do what you want with it...</i></p>
29.			<p><i>JON: Do you want an apple or a pear in your lunch? Sophie?</i></p> <p>AS THE GIRLS AND I SETTLED DOWN INTO OUR NEW YEAR ROUTINE, I MISSED MY WIFE, HEATHER</p>
30.			<p><i>HEATHER: (Laughingly): "let me get you! Shut up, Stop!"</i></p> <p><i>JON (of camera): "Here take it, just take it, It's on, it's recording"</i></p> <p>I REMEMBER COMING HOME LATE ONE NIGHT, SHE WAS 8 MONTHS PREGNANT, AND I HEARD A STRANGE NOISE COMING FROM THE BATHROOM.</p> <p>I FOUND HER READING THE LABEL ON EVERY TUBE AND BOTTLE - AND THEN TOSSING MOST OF THE PRODUCTS RIGHT IN THE GARBAGE.</p>
31.	JON		<p>AT THE TIME, I DIDN'T GIVE IT MUCH THOUGHT</p>

			<p>BUT NOW THAT WE'RE ON OUR OWN, I UNDERSTAND.</p> <p>HEATHER WAS JUST TRYING TO PROTECT US.</p>
32.	<u>RICHARD NIXON</u>		<p><i>Richard Nixon: Won't you be seated please, We are here today for the purpose of signing the cancer act of 1971.</i></p> <p>PRESIDENT RICHARD NIXON, STARTED THE 'WAR ON CANCER' BY APPOINTING A PRESTIGIOUS PANEL OF SCIENTISTS TO EXAMINE THE DISEASE</p>
33.	<u>RICHARD NIXON</u>	<p>Gerald Ford, Jimmy Carter, Ronald Reagan, George H.W. Bush, Bill Clinton, George W. Bush, Barack Obama</p>	<p>Richard Nixon: For those of you who have cancer they at least can have the assurance that everything that can be done by government now will be done.</p> <p>OVER THE NEXT FOUR DECADES, SCIENTIFIC PANELS HAVE PRODUCED 'THE PRESIDENT'S REPORT TO IDENTIFY <u>CHEMICALS</u> THAT INCREASE AMERICAN'S RISK OF CANCER.</p>
34.			<p>WW: I see your.....</p> <p>JON: Look</p> <p>HEATHER DIED FROM CANCER IN 2009</p> <p>HEATHER: HI</p>
35.	<u>BARACK OBAMA</u>	<p>POTUS</p>	<p>.....THE SAME YEAR THE PRESIDENT'S REPORT EMPHASIZED THAT CANCER RISKS DUE TO TOXIC CHEMICALS WERE "GROSSLY UNDERESTIMATED"</p> <p>AND THAT THESE CHEMICAL EXPOSURES ARE DEVASTATING</p>

			<p>AMERICAN LIVES.</p> <p>BARACK OBAMA: "A DISEASE THAT HAS TOUCHED THE LIFE OF NEARLY EVERY AMERICAN"</p>
36.	<p>KARUNA JAGGAR</p>	<p>Breast Cancer Action</p>	<p>In the 1960s a woman's lifetime risk of breast cancer was about 1 in 20. Today it is 1 in 8. That's a dramatic jump. So, when you are talking about environmental causes of breast cancer, we're talking about a lifetime of exposures, not just as young women, as pubescent girls, as school age girls, as toddlers and infants, even in utero, all those chemical exposures affect our lifetime health outcomes including breast cancer.</p>
37.	<p>CONSUMER PRODUCT SAFETY COMMISSION (CPSC)</p>	<p>Federal Agency website, including recalls, reports, alerts</p>	<p>Woman: Thank you for calling the Consumer Product Safety Commission.</p> <p>Jon: So I am wondering...you guys regulated children's pajamas?</p> <p>Woman: Yes</p> <p>Jon: Ok, so do you have a list of chemicals that a manufacturer would not be allowed to put into a children's pajama or clothing?</p> <p>Woman: No sir.</p> <p>Jon: Ok, so from your standpoint from the agencies, the federal agencies standpoint ah these companies they don't have to tell me what's in it and also they can put whatever they want in it – that's what it sounds like.</p> <p>Woman: Um They don't have to tell you that – it's up to them, but we don't have any federal regulations stating that they could or could not. Only the manufacturer can provide that or you'd have to have the product tested.</p>

			Jon: Gotcha.
38.			<p>HEATHER TRIED TO AVOID BUYING PRODUCTS WITH HARMFUL CHEMICALS.... AND THAT'S ALL I WAS TRYING TO DO.</p> <p>JUSTICE WOULDN'T TELL ME WHAT CHEMICALS WERE USED ON THE PAJAMAS TO MAKE THEM SMELL.</p>
39.			<p>THEY LEFT ME WITH NO OTHER CHOICE BUT TO SEND THE PJS TO A LABORATORY FOR A CHEMICAL ANALYSIS.</p> <p>ONE WAY OR ANOTHER, I WAS GOING TO FIND OUT WHAT MAKES THESE PAJAMAS STINK.</p>
40.	JEFFREY HOLLENDER	Seventh Generation Sustain Condoms	Scent is way more powerful than people in our society understand as a signal to us as consumers and we are often manipulated by those signals. The reason most cleaning and personal care products don't list all of the details of what's in any of these products is because they don't want you to know what's in there.
41.	JANE HOULIHAN	Environmental Working Group	We've all probably turned the bottle around and read the label but one big loophole in that labeling law is fragrance – they don't have to list their ingredients so whether you are holding a perfume, a cologne, shampoo, shaving cream whatever the product is normally the fragrance components aren't disclosed and that can be a mixture of even hundreds of different chemicals hidden in that one ingredient.

42.	JEFFREY HOLLENDER	Seventh Generation Sustain Condoms	<p>They're scared of consumers learning that they're purchasing a product that has a toxic or carcinogenic ingredient. They're trying to avoid the consumer backlash that would come if they were transparent.</p> <p>So it could be that fresh smelling scent is making us sick.</p>
43.			<p><i>Newscaster: ...a Freedom High School student is rushed to the hospital for emergency treatment. The School's principle said the student suffered an extreme allergic reaction to Axe Body Spray, a popular body deodorant known for their provocative commercials...</i></p>
44.	AXE BODY SPRAY	Unilever (NYSE: UL), \$UL	<p>UNILEVER IS ONE OF THE LARGEST FOOD, BEVERAGE AND PERSONAL CARE COMPANIES IN THE WORLD AND ITS AXE BRAND IS THE LEADER IN PERSONAL CARE PRODUCTS FOR MEN.</p> <p>ACTUALLY FEW MEN USE IT. BUT AXE BODY SPRAY IS THE LEADING SCENT FOR BOYS IN MIDDLE SCHOOL AND HIGH SCHOOL.</p> <p>THE COMPANY WEBSITE CLAIMS AXE IS THE NUMBER ONE SCENT THAT HELPS "GUYS GET THE GIRL"</p>
45.	BRANDON SILK		<p>I think they see those sexual commercials and they are like "I am going to get all the ladies using this stuff" and I have talked to a lot of girls in my school – they all say it smells like crap.</p>
46.			<p>BRANDON SILK IS YOUR TYPICAL HIGH SCHOOL FRESHMAN, EXCEPT HE DOESN'T USE AXE BODY SPRAY. IF HE DID, HE COULD DIE.</p>

47.	BRANDON	Axe Body Spray	When I smell Axe, I smell an underlying smell my body feels like it's basically shutting down and I pick that out immediately. I have become a bloodhound.
48.			BRANDON HAD TO QUIT SCHOOL AFTER GOING INTO ANAPHALACTIC SHOCK THREE TIMES IN ONE WEEK.
49.	BRANDON		The third time it happened my throat was so swollen you couldn't even fit a straw down my throat and that scared me completely because I knew I was that close to dying we tested other sprays on me but with Axe it's the only one that's doing this to me.
50.	ROSA SILK		<i>Rosa SOT: You know, it just goes on and on and on. Here's his records from Children's Hospital.</i> Rosa: They had to use an EpiPen on him <i>Rosa SOT: I mean you name it and it's all in here.</i>
51.	UNILEVER	Axe Body Spray	FOR OVER A YEAR NOW, BRANDON'S MOTHER, ROSA, HAS BEEN PLEADING WITH UNILEVER TO DISCLOSE THE FRAGRANCE INGREDIENTS IN AXE SO SHE CAN PROTECT BRANDON FROM WHATEVER IS CAUSING HIS DEADLY ALLERGY.
52.	ROSA		Unilever basically said, this is not our problem, in not so many words. It's proprietary and that's something that they don't have to disclose.
53.			NOW, BRANDON'S DOCTOR WANTS TO DO ANOTHER TEST TO TRY AND ISOLATE HIS ALLERGY BUT THAT COULD SEND BRANDON BACK TO THE EMERGENCY ROOM

54.			<p><i>BRANDON: I don't want to get rushed back to hospital again, it gets worse every time...</i></p> <p><i>ROSA: I know but you've been away from it for a little bit now. Let this sink in because because I don't know what to do.</i></p>
55.	ROSA		<p>You know, what ingredient is in Axe, well, I don't know what type of proprietary information could be more important than the well-being of a child // I really don't know // but I think that if they really wanted to help all the information would have been disclosed.</p>
56.	ROSA		<p><i>ROSA: I mean we're still back at square one and there's still no answer, so....</i></p> <p><i>ROSA: I feel your frustration</i></p> <p><i>BRANDON: Can we get off this topic? I am sweating and I don't want to...</i></p> <p><i>ROSA: Give me a hug</i></p>
57.	JON		<p>BECAUSE UNILEVER WON'T DISCLOSE THE INGREDIENTS IN AXE THE SILK FAMILY CAN'T AVOID BUYING PRODUCTS THAT MAY CONTAIN THE SAME CHEMICALS CAUSING BRANDON'S ALLERGY.</p>
58.	<u>ALEXANDRA ZISSU</u>		<p>SOT: I'm already smelling things.</p> <p>JON: Yeah, what are you smelling?</p> <p>SOT: I'm smelling that! And I am smelling that.</p> <p>ALEXANDRA ZISSU HELPS PEOPLE TRANSITION TO A HEALTHIER LIFESTYLE</p>

<p>59.</p>	<p>MR. CLEAN</p>	<p>Proctor and Gamble, (NYSE: PG), \$PG</p> <p>OT: Bubble gum scented.</p>	<p><i>SOT: This is a fragrance disaster. This gives me hives...</i></p> <p>Reach under your kitchen sink, AND take your cleaner or your soap out...</p> <p><i>LEXY: Ooh Mr. Clean – original fresh scent.</i></p> <p><i>You may see the word "fragrance" so you think the ingredient is listed...</i></p> <p><i>SOT: Ooh, apple berry twist scent!</i></p> <p><i>But as it turns out, fragrance is made up of a bunch of different chemicals that are alarming</i></p> <p>THROUGHOUT THE AVERAGE AMERICAN HOME – ALMOST ALL CONSUMER PRODUCTS CONTAIN FRAGRANCE</p> <p><i>LEXY: and the formula is government protected as a trade secret</i></p> <p><i>SOT: double dutch apple</i></p> <p><i>SOT: Apple and lemon peel</i></p> <p><i>SOT: Total twisted wild berry twist</i></p> <p><i>SOT: Brazilian carnival</i></p> <p><i>SOT: Whacky melon</i></p> <p><i>SOT: Meadows and rain</i></p>
<p>60.</p>	<p>ALEXANDRA ZISSU</p>		<p><i>SOT: LEXY: You're eating fragrance, you're wearing fragrance, you're washing your hands with fragrance again...</i></p>

61.	<u>Jennifer Farley - JWOWW</u>	<u>Jersey Shore, MTV</u>	<p>WOMEN AND TEEN GIRLS TYPICALLY USE UP TO 20 PRODUCTS A DAY. MEN AND BOYS...</p> <p><i>SOT: LEXY: Jwoww?!</i></p> <p>...ABOUT HALF THAT.</p> <p><i>JON: That's the girl from the Jersey Shore</i></p>
62.			<p>AND HIDDEN INGREDIENTS IN THESE PRODUCTS HAVE BEEN LINKED TO A VARIETY OF ADVERSE HEALTH ISSUES</p> <p><i>JON: Oh my god.</i></p> <p><i>LEXY: You're blowing your nose with fragrance.</i></p>
63.	ALEXANDRA ZISSU		<p>FROM ASTHMA AND OBESITY, TO INFERTILITY AND CANCER.</p> <p><i>SOT: LEXY: I would have a giant garbage pail and I would just take all this shit out of here – the sooner you get rid of this in your life the better.</i></p>
64.	Berkeley Guy1	<u>University of California, Berkeley</u>	Part of my personal ah resistance to artificial scents is that my mother growing up was very – I think she has an allergy – to some of the chemicals they use in order to disburse them
65.	Berkeley Girl2		For certain fragrances they are really really strong and sometimes I get like- you know it just gets really bad with my nose – so kind of like allergies
66.	Berkeley Guy2		Why do I wear cologne? Well, besides the fact that I mean it's just got these enormous strengths in attracting women.
67.	JON		What do you think about guys who wear cologne?

68.	Berkeley Girl3		<p>Girl: Kind of like actually an indicator that someones trying to hard</p> <p>Jon: Right</p> <p>Girl: Yeah</p> <p>Jon: It's like a second agenda.</p> <p>Girl: Yeah, it's like I spray this on myself and therefore I must get laid.</p>
69.	<u>Berkeley Campus Police Officer</u>		<p>Jon: Any idea what's inside fragrance?</p> <p>Police: Alcohol, special formulas that are created by people in laboratories – I don't know.</p>
70.	Berkeley Girl4		<p>Jon: Did you know there's a loophole in the law so if you see the word fragrance it appears to be a singular ingredient but it's actually used in lieu of disclosing you know perhaps 100 different synthetic chemicals?</p> <p>Girl: I had no idea.</p>
71.	Berkeley Guy3		<p>Jon: How you doing. Just wondering if you have a second to give you 2 cents on what you think of Perfume?</p> <p>Guy: UM, like real perfume or the perfume of Jesus?</p>
72.	<u>CHRISTOPHE LAUDAMIEL</u>	Master Perfumer Osmocurator	<p>CL: Fragrance I would say is to the nose what music is the ears – it's exactly the same. Voila!</p>
73.		<u>Abercrombie & Fitch.</u> (NYSE: ANF), \$ANF	<p>CHRISTOPHE LAUDAMIEL DESIGNS FRAGRANCES NOT ONLY FOR PEOPLE BUT FOR CLOTHES, PRODUCTS, EVEN ENVIRONMENTS – LIKE THE SCENT USED EXCLUSIVELY IN ABORCROMBIE AND FITCH STORES.</p> <p>HERE, LAUDAMIEL’S SIGNATURE SCENT IS PUMPED OUT LIKE</p>

			MUSIC TO PROVIDE CONSUMERS A UNIQUE SHOPPING EXPERIENCE.
74.	CHRISTOPH E LAUDAMIEL	Master Perfume Osmocurator	Your nose is as important as your eyes, in fact it is usually more important than your ears to decide, to feel to remember to learn// so all that is also influenced by the sense of smell.
75.			MODERN FRAGRANCES LIKE THESE ARE MADE FROM THOUSANDS OF CHEMICAL INGREDIENTS SYNTHESIZED IN A LAB AND DESIGNED TO MIMIC NATURAL AROMAS.
76.	CHRISTOPH E LAUDAMIEL	Master Perfumer Osmocurator	In perfumery, you can use man made molecules. You can not extract the sea. There is no sea extract, ah?, that smells like you are on a boat. We have to recreate that, ok?
77.	CHRISTOPH E LAUDAMIEL	Master Perfumer Osmocurator	Some ingredients are so powerful you dilute them just like a very strong pigment, you dilute it in white paint so it's the same with ingredients some ingredients are extremely powerful, they can smell of sewage but then if you dilute it, the same ingredient, it will smell of Hazelnuts.
78.			SO IT SHOULDN'T SUPRISE ME THAT WHAT I SMELL ISN'T REAL LEMON OR VANILLA BUT A CONCOCTION OF CHEMICALS, MANUFACTURED FOR INDUSTRIAL DISTRIBUTION DESIGNED TO TRICK ME.
79.	JACK CORLEY	Trilogy Fragrances, Symrise	CORLEY: "We have 3,000 raw materials, in some way, shape or form all 3,000 are on this floor somewhere."
80.	JACK CORLEY	Trilogy Fragrances, Symrise	The ingredients that you will find in any fragrance company are relatively the same there are about 3,000 raw materials // and when perfumers are creating these are building blocks as raw materials for them.

81.			FRAGRANCE INGREDIENTS EITHER COME FROM PETROLEUM OR PLANTS
82.	JACK CORLEY		A lot of the synthetic chemicals that are used to make these less expensive fragrances are derived from petrochemical feed stocks, and the reason for that is they are a lot less expensive. We buy the natural chemicals which are more expensive of course, but they're derived from plant materials and botanicals.
83.			NATURAL FRAGRANCE MAKERS OFTEN LIST THEIR INGREDIENTS ON PRODUCT LABELS.
84.			BUT IF ANYONE DID WANT TO FIND OUT WHAT SYNTHETIC CHEMICALS WERE USED IN A FRAGRANCE, THEY COULDN'T – COMPANIES CAN CLAIM THOSE INGREDIENTS AS A TRADE SECRET.
85.	CHRISTOPH E LAUDAMIEL		So the sense of smell is very very secret because the industry kept it as a black box but also because it is very complex to study, people are not educated to read formulas and there is no intellectual property coverage or protection.
86.	JACK CORLEY		Most fragrance companies couldn't patent their formulas, so they were recipes. there was a formula vault, it looks like a bank vault. All the formulas are sacrosanct they're held in that vault very few people in the organization were allowed access to them because they were recipes, and its easy for if someone gets their hands on a formula to reproduce that.

87.		<p>Kentucky Fried Chicken (NYSE: YUM), \$YUM.</p> <p>The Coca-Cola Company. (NYSE: KO), \$KO</p>	<p>LIKE THE SECRET FORMULA FOR COCA COLA OR COLONEL'S RECIPE FOR KENTUCKY FRIED CHICKEN</p> <p>Newscaster: recent scientific discoveries have added new and entirely different components</p> <p>FRAGRANCE MAKERS CAN KEEP THE CHEMICAL COMPONENTS IN THEIR SCENTS SECRET</p> <p>Newscaster: the result: fragrances never known before. And thus a great fragrance is born.</p>
88.			<p>TODAY, FRAGRANCE IS A 100 BILLION DOLLAR INDUSTRY AND STILL GROWING.</p> <p>WHETHER A SCENT IS PROMOTED AS A PRODUCT FEATURE OR SOLD AS A FINE PERFUME</p> <p>THE TRUTH IS - MOST FRAGRANCE INGREDIENTS DON'T COME FROM FLOWER FIELDS IN FRANCE – THEY COME FROM CHEMICAL FACTORIES IN NEW JERSEY.</p>
89.	<p>STEVE HERMAN</p>		<p>The perfume industry has still been trying to maintain a mystique. Uh, because fragrances have always had a certain allure of mystery and romance and creativity about it. And by transforming it into a chemical company // with ingredient disclosure, that mystique is gone.</p>
90.	<p>GRETCHEN LEE SALTER</p>	<p>Breast Cancer Fund</p>	<p>The fragrance industry expressly said that they don't want consumers to know that the ingredients that are in Chanel No. 5 are some of the same ingredients that are used in their toilet bowl cleaner. They don't think the consumers are sophisticated enough to make that distinction</p>

			There's a lot that goes into making a fragrance and we get that // we're asking for what chemicals are used in our personal care products, what chemicals are used in our cleaning products so that we can make educated decisions
91.			BUT TRADE SECRETS AREN'T LIMITED TO PERFUMES, PAJAMAS, AND PERSONAL CARE PRODUCTS, MANY INDUSTRIES SAY THEIR INGREDIENTS ARE A TRADE SECRET IN ORDER TO AVOID DISCLOSING THAT THEIR PRODUCTS CONTAIN TOXIC CHEMICALS.
92.	JEFFREY HOLLENDER	Seventh Generation Sustain Condoms	If you have an ingredient or a chemical in your product that a consumer can Google and find out that it is toxic or carcinogenic, well, you don't want to have to tell people that that chemical is in there
93.	JON	VO	WHAT TROUBLING IS WHERE THESE SECRET CHEMICALS ARE ENDING UP.