



## The runoff from the runway

In case you didn't know: NYFW (New York Fashion Week) is kicking off tomorrow. As usual, the fashion media is speculating what will walk onto the runway...

...but this time, they're also discussing what's running off from the runway: **PFA's**

(aka “forever chemicals”).

Why now? Earlier this month, the Environmental Protection Agency in the US put forth [an action plan](#) against toxic PFA compounds, which are most commonly associated with apparel and textile products.

What are PFAs, exactly? PFAs are a category of approximately 9,000 chemicals used to make items heat-resistant, water-resistant, and stain-resistant; they’re extremely hardy “forever chemicals” that essentially don’t break down naturally.

But this means they *also* don’t easily break down in the human body or the environment, and are therefore linked to:

- Liver disease, decreased immunity, cancer, increased risk of obesity, high cholesterol, developmental delays in children, reproductive system issues, the list goes on.
- Contaminated drinking water, globally
- Harmful health impacts in [polar bears](#) and [otters](#)!

This PFA plan coincides with the [New York Fashion Act](#), a bill requiring large fashion brands (worth at least USD 100 million) to track and disclose detailed information about their ESG practices — proposed just in time for NYFW.

All of the above has prompted major labels — [from Calvin Klein to American Eagle to Ralph Lauren](#) — to announce plans to reduce PFAs and decide, once and for all, that PFAs should go out of fashion.

## Why should I care about PFAs in fashion?

These corporate commitments to combat PFAS, released one after the other, are relevant to your organization...even if you’re not involved in the production of [toxic yoga pants](#) and other apparel.

Why? Because PFAs are additionally found in products far outside the fashion industry, including pizza boxes, nonstick pans, furniture, cleaning products, [beef](#), seafood, around 50% of all [cosmetics](#), and firefighting foam.

And even if you *don't* produce anything related to these items, the PFA runoff from those who do seeps into the water supply, soil and air your org relies on — which can impact your operations, safety measures, and sustainability.

To find promising innovations taking on PFAs, in any which way, we turned to **the dMASS AI**.

In case you didn't know, we developed an AI. The dMASS AI constantly scans the web, 24/7, to help you find potential solutions to your innovation challenges. Plus, it alerts you when new ones emerge.

## Here's what the dMASS AI found:



### **Improving “waterproof”: New technical fabric is 100% free of PFAs**

Pertex launched Shield Revolve, a fabric created entirely from one material (recycled polyester), which makes it easier to break down at the end of its life cycle. UK outdoor brand Rab used Shield Revolve to produce two waterproof jackets in 2021.

[Read all about it](#)



## Tech removes PFAs from drinking water in minutes

Researchers at the Technion-Israel Institute of Technology developed a means of removing seven types of PFAs from water, with a 90% effectiveness rate, in several minutes.

[Read all about it](#)



## Out of the Wood: Waste- and wood-derived fabric company set to open first commercial factory

Spinnova, a fully recyclable and biodegradable cotton alternative that's free from toxic chemicals, is set to build its first commercial-scale factory in 2022. The Finland-based company IPOed in late 2021 and has partnered with H&M, wood pulp manufacturer Suzano, and The North Face.

[Read all about it](#)



## Direct-to-consumer blood test detects PFAs

This quarter, empowerDX released the at-home PFAS Exposure test, which measures levels of 47 PFAs in consumers' blood.

[Read all about it](#)



## **PFA-contaminated waste solution wins EPA's "Destroy PFAs" challenge**

Aquagga, Inc. received first place in the US Environmental Protection Agency's contest for its hydrothermal, on-site PFA-contaminated waste processing system. It is designed to not only eliminate PFAs, but also reduce PFA byproducts.

[Read all about it](#)

## **Search & destroy**

No matter your field, can you search for negative impacts PFAs may have — directly or indirectly — on your business...and destroy them?

After all, the increasing sanctions against toxic PFAs in the fashion industry will certainly not remain in the fashion industry.

Alternatively, could your organization innovate a solution to help others take on these toxic compounds?

Whichever PFA path you take is up to you.

Share these updates with your colleagues to kick off your journey.

Good luck.

All the best,

The dMASS team

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## ❖ Meet us at SXSW! ❖

FYI: dMASS is going to SXSW in Austin, TX. We'll be at the [Startup Crawl for Capital Factory](#) – the center of Austin's startup community, to which we belong.

Coming to Austin on March 11? Let [Lisa Feierstein](#) know and you just might receive something special...

Stay tuned for more details.

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