

Moving away from PFAS

Maria Åkerfeldt, PhD
Maria.Akerfeldt@hm.com

H&M Group

H&M Group – PFAS phase-out

First H&M
Chemical
Restrictions

1995

2000

2005

2010

2015

2020

PFOA ban

PFAS
phase-out

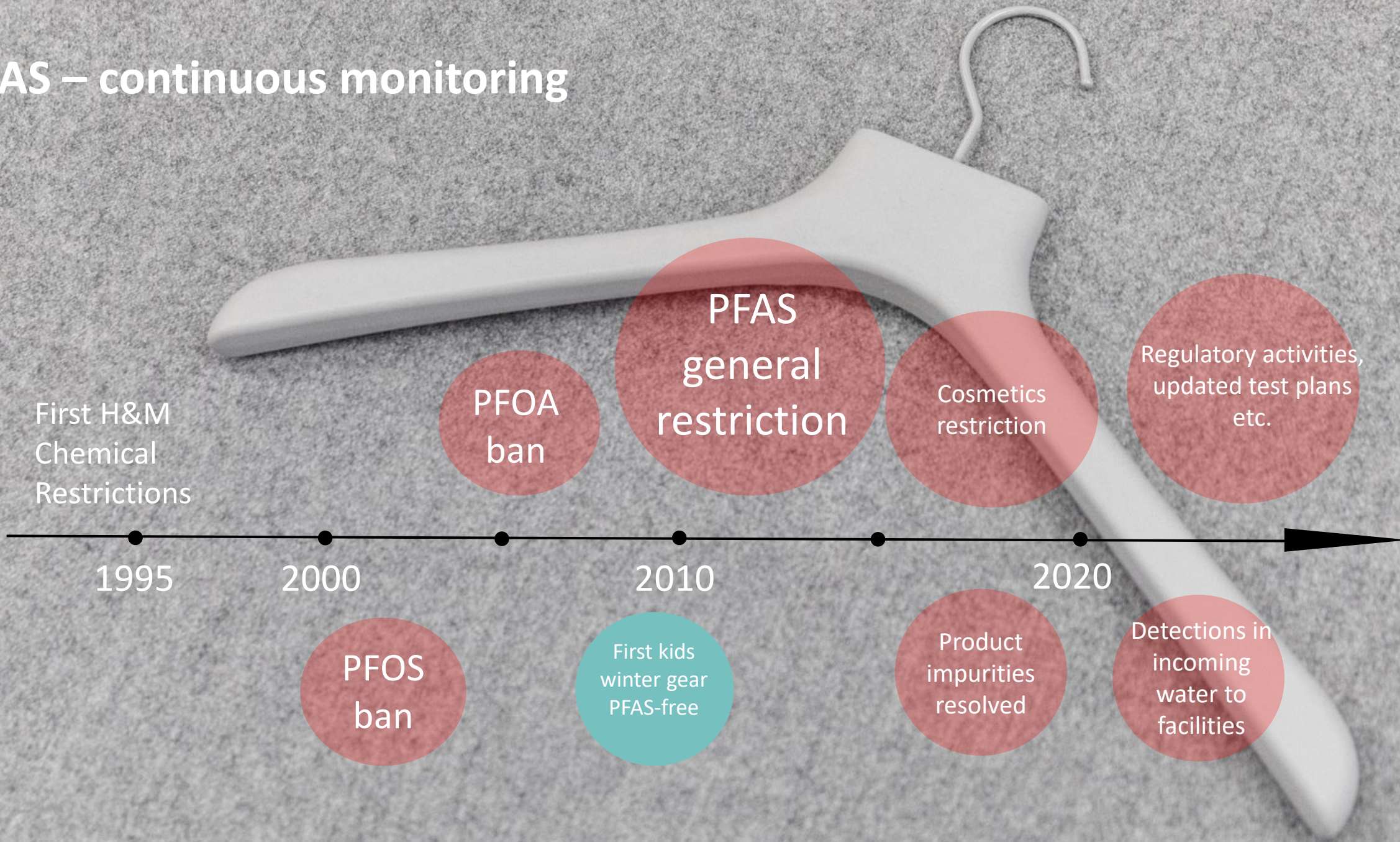
PFOS ban

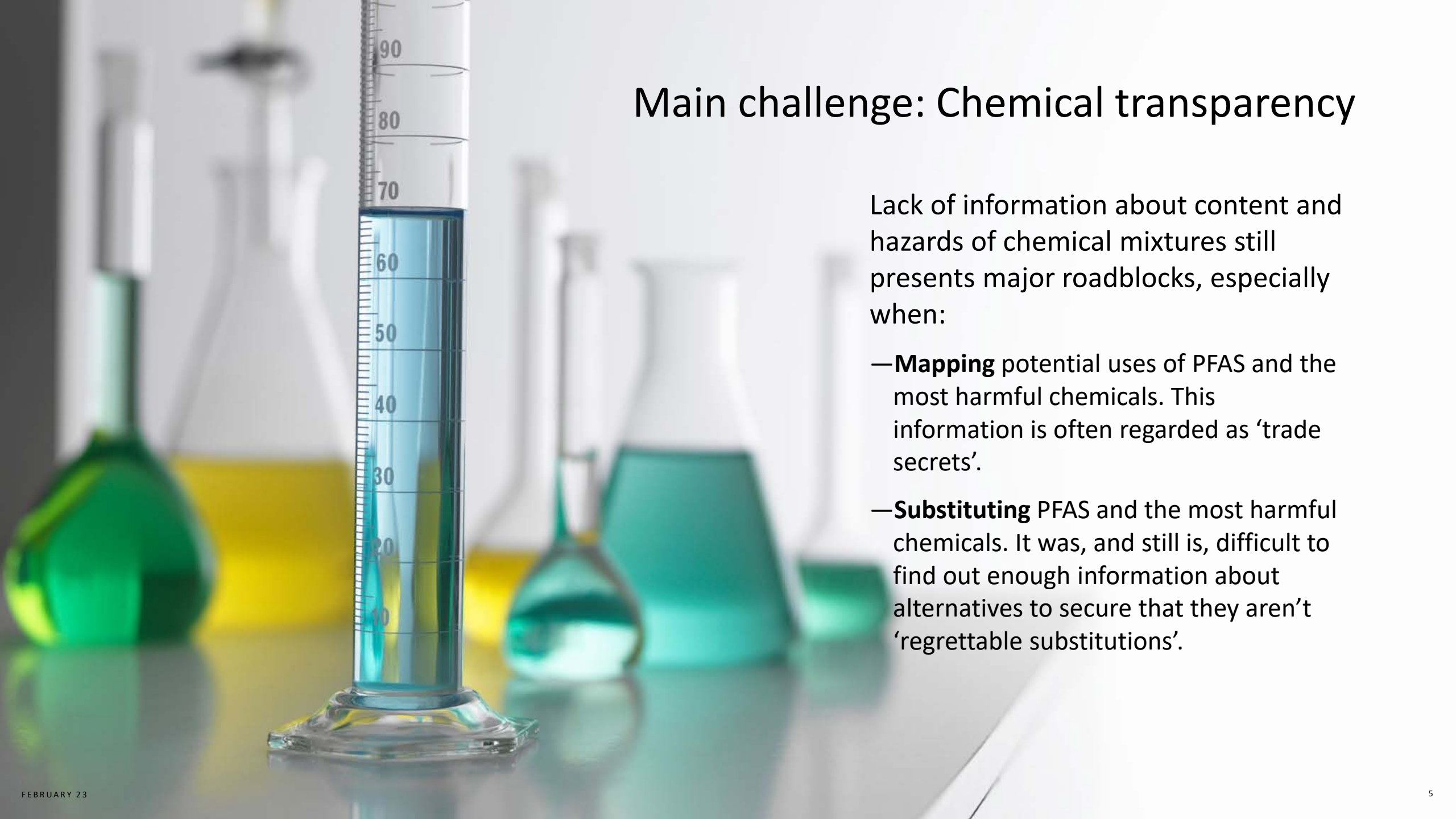
First kids
winter overall
PFAS-free

Product scope



PFAS – continuous monitoring





Main challenge: Chemical transparency

Lack of information about content and hazards of chemical mixtures still presents major roadblocks, especially when:

- **Mapping** potential uses of PFAS and the most harmful chemicals. This information is often regarded as ‘trade secrets’.
- **Substituting** PFAS and the most harmful chemicals. It was, and still is, difficult to find out enough information about alternatives to secure that they aren’t ‘regrettable substitutions’.

Other learnings

- For alternatives assessment: ask yourself what is the primary function needed in your application.
- Stay ahead – it will pay off!



H&M Group Chemical Management:
<https://hmgroupp.com/sustainability/circular-and-climate-positive/chemicals/>

