



ROBERT BROOKS

STATE REPRESENTATIVE • 60TH ASSEMBLY DISTRICT

FOR IMMEDIATE RELEASE
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Representative Rob Brooks votes to ban Microbeads

Madison, WI—In a bipartisan effort to prevent water pollution, Representative Robert Brooks (R-Saukville) cast his ballot to ban microbeads in consumer products.

“Microbeads are a new concern for our lakes and streams as well as the Great Lakes,” said Representative Rob Brooks. “I am pleased that Republicans and Democrats came together on this important bill to keep our water clear of this harmful substance.”

Microbeads are small, non-biodegradable plastic particles, which have been used as a main component in personal care products including exfoliating soap and toothpaste. As the beads transfer from the product into the pipes of your home, they reach water treatment plants that cannot filter out the tiny beads causing them to be released into Lake Michigan and other local water systems.

“This common sense legislation as this substance can be safely and adequately replaced in products with sea salt and oatmeal, among other items,” said Representative Rob Brooks. “I am pleased that we are addressing this public health concern in a bipartisan fashion.”

The State Assembly gave AB 15/SB 15 final legislative approval and it now goes to Governor Walker for his signature.

The bill would make the first ban take effect in 2017 by ending the manufacturing of personal care products with microbeads. The prohibition of the sale of products with microbeads would occur in 2018.

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