

PFAS Is Coming After Your Reputation. Here's What PR and Comms Should Know

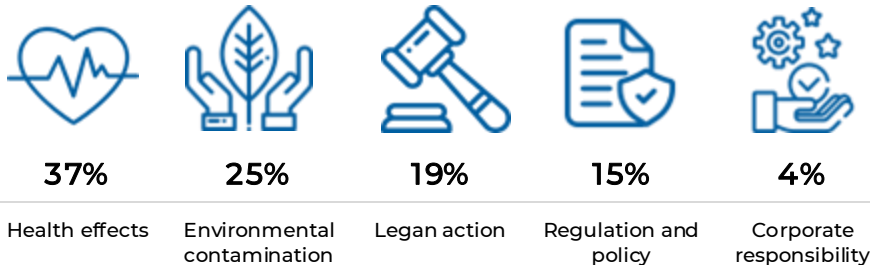
Media Analysis Summary



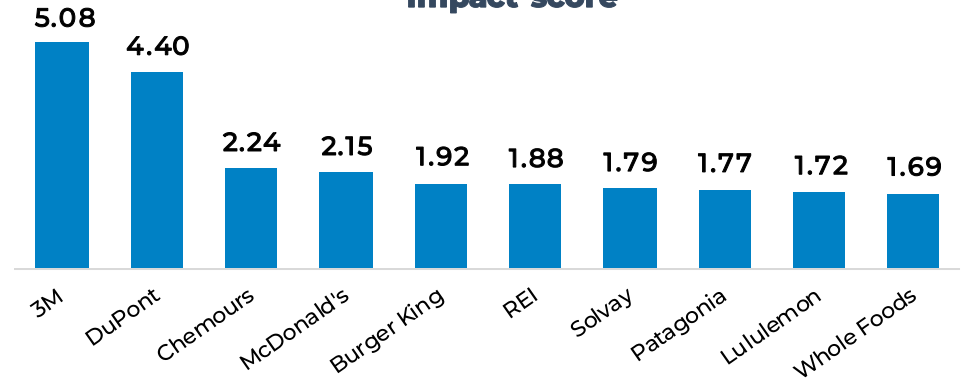
PFAS (per- and polyfluoroalkyl substances, or “forever chemicals”), entered the media conversation just a few years ago, but research has already linked them to everything from [liver cancer](#) to [reproductive health issues](#), and some states have moved to ban them altogether.

Companies that produce PFAS should provide clear and accurate information about [the health risks](#) associated with these chemicals and be transparent about their use and the risks associated with exposure. By doing this, they can tap into the main topic of the PFAS debate:

Topics in the PFAS media debate by share of voice



Top 10 companies in the PFAS debate by media impact score



So far, not many companies have been truly proactive, so the PR benefits of first movers are up for grabs. In our research sample, industrial conglomerate **3M** became the most influential company in terms of media impact with its move to stop making PFAS by 2025.

5 takeaways for brands producing PFAS:

- PFAS producers can learn some health comms lessons from Big Tobacco...
- ...and some environmental comms lessons from Big Oil
- The debate becomes cross-industry, so nobody's safe
- Companies can easily lose the narrative in the flurry of new research
- First-movers advantage is up for grabs

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Read the whole analysis here:

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