## THE PER- AND POLY-FLUOROALKYL SUBSTANCES PROTECTION ACT & RULEMAKING

**New Mexico Environment Department** 

Public Meeting | October 22, 2025





## **Zoom Interpretation**

- Welcome! Please select your preferred language by clicking on the interpretation icon on at the bottom of your screen. (English speakers must also select English.)
- ¡Bienvenido! Si necesita interpretación, seleccione el idioma que prefiera haciendo clic en el botón de interpretación situado en la parte inferior de la pantalla.
- Toll-free call-in number: 833-568-8864
- Webinar ID: 161 008 3668.





# Introduction by NMED



## **Agenda**

- Background on PFAS
- Overview of the PFAS Protection Act
- Overview of the Proposed Rule Implementing the Act
- Next Steps
- Questions and Answers

## **Public Meeting Objectives**



Provide an overview of New Mexico's PFAS Protection Act, as well as PFAS impacts on human health and the environment.



Introduce requirements for PFAS-containing products under development by NMED, including a consumer label.



Summarize next steps in the regulatory timeline and outline opportunities to submit formal feedback to NMED.



Answer clarifying questions from meeting participants.

# **Background on PFAS**

### **What are PFAS?**

A class of fluorinated organic chemicals containing at least one fully fluorinated carbon atom (New Mexico PFAS Protection Act of 2025).

- Per- and Polyfluoroalkyl Substances
- Thousands of synthesized compounds
- Used in industrial processes and consumer products since the 1950s
- Break down very slowly over time ("forever chemicals")
- Degradation products can also persist

## **PFAS Timeline**

	1930s	1940s	1950s	1960s	1970s	1980s	1990s	2000s	2010s	2020s
	Synthesis and R&D									
Production				Manufacturing and Commercial Production						
								Awarene	ss, Reduction, Alte	ernatives
Environment		Health Concerns								
Enviro									onmental Detection Lab Improvements	

## **What Products Contain PFAS?**

#### **Common Industrial Uses**

- Firefighting foam
- Friction reduction in oil and gas
- Fume suppressant in metal plating

#### Common Consumer Product Uses

- Paper and packaging
- Stain resistance (clothing, furniture, carpet, etc.)
- Cosmetics and personal care products
- Non-stick cookware, adhesives, and other household products
- Coatings



## **What's Unique About PFAS?**

The same properties that are beneficial for product applications have created significant challenges for human health and the environment.

- Surfactant properties
  - Repel water, oil, grease
  - Make self-forming films



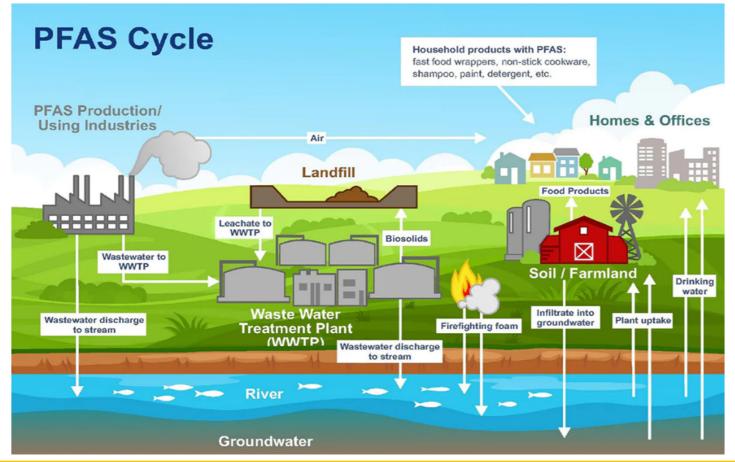
## **How PFAS Affect Human Health**

## Exposure to PFAS is associated with health risks in humans:

- Some cancers including kidney and testicular
- Liver disease
- Thyroid disease
- Elevated cholesterol
- Pregnancy complications, lower birth weight
- Impacts on the immune system such as reduced vaccine antibody response



## **How PFAS Impact the Environment**



# NMED Activities to Understand and Reduce PFAS Contamination

- AFFF as hazardous waste
- Landfill study
- Cannon AFB and blood study
- Holloman AFB/Holloman Lake
  - Survey about community recreation and PFAS exposure
- Emerging contaminants program



# Overview of the PFAS Protection Act

## Development of House Bill 212: The PFAS Protection Act (April 2025)



#### **Saves Money**

- Costs millions to remove and destroy one lb. of PFAS from our water
- Protects property values of homes and businesses



#### **Public Health**

- PFAS accumulate in plants, animals and humans
- Linked to thyroid disease, cancer, liver disease, birth defects, and increased risk of miscarriage



#### **Environment**

- Protects our water our state's most precious resource
- Safeguards our land

### **PFAS Protection Act**

- Passed in 2025 by NM Legislature, signed by Governor
- Phases out/prohibits certain products that contain intentionally added PFAS
  - Names specific product categories for phase out/prohibition
  - Some exemptions apply
- Provides for the ability to identify additional products for phase out/prohibition
- Requires reporting of specified information for products containing intentionally added PFAS
- Identifies categories exempt from reporting requirements (exempt product categories may still be subject to labeling requirements)
- Department may require product testing
- Authorizes the Environmental Improvement Board to require the labeling of products in English and Spanish

# Overview of the Proposed Rule

## **Rule Implementation Timeline**



## Implementing the PFAS Protection Act

- Scope
- Objective
- Definitions
- Prohibitions on Products Containing Per- or Polyfluoroalkyl substances

- Exemptions
- Currently Unavoidable Use
- Reporting Requirement
- Labeling
- Testing
- Fees
- Enforcement



## **Definitions**

Definitions will be used for terms used in the rule that are not already identified in the PFAS Protection Act.

# Phaseouts/Prohibitions

## **Phaseouts/Prohibitions**

#### Phased Out January 1, 2027

- Cookware
- Food packaging
- Dental floss
- Juvenile products
- Firefighting foam

#### Phased Out January 1, 2028

- Carpets and rugs
- Cleaning products
- Cosmetics
- Fabric treatments
- Textiles/textile furnishing
- Feminine hygiene
- Ski wax
- Upholstered furniture

## Phased Out January 1, 2032

 All products not otherwise exempt and not designated a "Currently Unavoidable Use"

# **Exemptions and Currently Unavoidable Use**

## **Product Categories Eligible for Exemptions**



Medical



Heating, Cooling, Ventilation, Air-Conditioning, Refrigeration



Veterinary



Public Health, Environmental & Water Testing Equipment



**Motor Vehicles** 



**Other Motor Vehicles** 



Watercraft & Aircraft



Semiconductors



Non-consumer Electronics & Lab Equipment



**Electricity Generation, Distribution & Storage** 



Currently Unavoidable Uses



Products Containing Fluoropolymers

## **Current Unavoidable Use (CUU)**

- "Currently Unavoidable Use" (CUU) means a use of PFAS that the board has determined by rule to be essential for health, safety or the functioning of society and for which alternatives are not reasonably available
- Manufacturer must submit CUU proposal for determination
- A list of approved CUUs will be made available to the public and posted on the NMED website

## **Reporting Requirements**

## **Reporting Requirements**

- A manufacturer of a product sold, offered for sale, distributed or distributed for sale in the state must submit a report for each product or component that contains intentionally added PFAS.
- Reporting due by January 1, 2027
- Products containing intentionally added PFAS for which a report haven't been submitted are prohibited from sale as of January 1, 2028



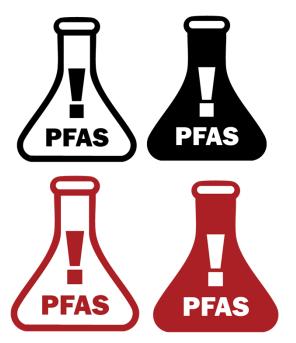
## **Labeling Requirements**

## **Labeling Requirements Overview**

- Labeling requirements will apply to all products that contain intentionally added PFAS sold, offered for sale, or distributed in New Mexico.
- Packaging will include a web address or QR (Quick Response) code to a NMED website with information on PFAS use in products (<a href="www.env.nm.gov/pfas/">www.env.nm.gov/pfas/</a>).
- Labeling/disclosure requirements also apply to online and catalog product sales.
- Complex durable goods (e.g., motor vehicles, HVAC systems) have different requirements for disclosure but similar content.
- Used products are exempted from labeling requirements.
- Possible exemption from labeling if:
  - The product falls within a category exempt from reporting requirements of the rule; and
  - the manufacturer demonstrates that consumers will not come into direct contact with intentionally added PFAS while the product is being used as intended and throughout the product's useful life.

## **Example Label Symbols and Language** for Products

Symbol for Products



Label for Product Packaging

**CAUTION:** Associated with environmental impacts and health effects such as cancer.

**PRECAUCIÓN:** Asociado con impactos ambientales y efectos sobre la salud, como el cáncer.

www.env.nm.gov/pfas

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**PFAS** 

Please note: graphics and language have not been finalized.

## **Example Use on Products & Packaging**



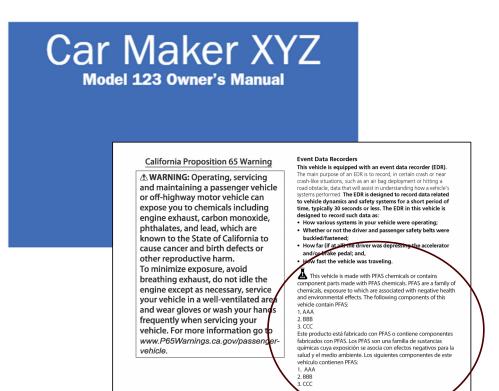




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## **Examples for Complex Durable Goods**



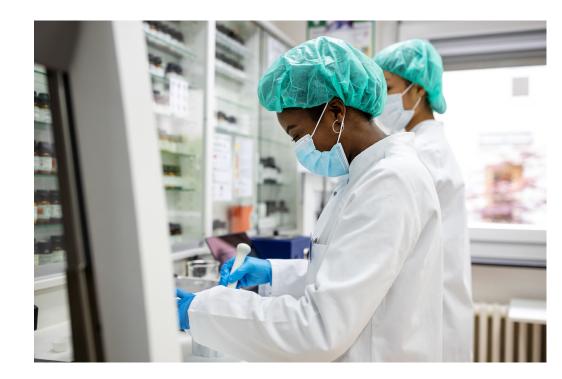


Please note: graphics and language have not been finalized.

# Testing, Fees, and Enforcement

## **Testing**

- NMED may test or require a manufacturer to test their product to determine the presence and concentration of PFAS in the product if there is a reasonable suspicion that the product contains intentionally added PFAS
- Does not apply to a medical device or drug or the packaging of a medical device or drug that is regulated by the United States Food and Drug Administration



## **Fees and Enforcement**

- Two types of Fees
  - Reporting Fees
  - Currently Unavoidable Use Designation Application Fees
- Enforcement

# **Next Steps**

## **Public Input Opportunities**

Date	Activity	
September 25, 2025	Public comment portal opens for the rulemaking effort through the start of the hearing; NMED hosts stakeholder webinar to overview labeling requirements	
October 8, 2025	Proposed rule to EIB	
October 22, 2025	Virtual public meeting on proposed rule	
October 24, 2025	EIB October meeting; determines whether a hearing will be granted	
60 Days Prior to Hearing	Public notice of hearing; public comment period begins	
February/March 2026	Hearing (if granted by EIB; exact timing tbd)	

# NMED Consumer Campaign and Outreach

#### Goal

Empower consumers and other purchasers to decide for themselves whether to buy PFAS-containing products.

#### **Objectives**

- Raise awareness of PFAS chemicals among consumers and other purchasers
- Ensure understanding of what the label on products and packaging means
- Help New Mexicans make informed choices about products to avoid PFAS

### **Thank You**

For additional information, email:

nmed-pfas@env.nm.gov

#### To submit a public comment:

nmed.commentinput.com

#### **Review the PFAS Protection Act at:**

https://www.nmlegis.gov/Sessions/25%20Regular/final/HB0212.pdf

#### **Review the Proposed Rule at:**

https://www.env.nm.gov/wp-content/uploads/2025/10/2025-10-06-PFAS-Protection-Act-Proposed-Rules.pdf

PFAS at Holloman Lake: Recreational Use Survey

https://erg.qualtrics.com/jfe/form/SV\_1zfRKU8f6uOch5c

## **Questions from the Audience**