



NEWS RELEASE **For Immediate Release**

March 23, 2026

Contact: Drew Goretzka, Director of Communications
New Mexico Environment Department
505.670.8911 | drew.goretzka@env.nm.gov

The Environment Department's mission is to protect and restore the environment and to foster a healthy and prosperous New Mexico for present and future generations.

New Mexico approves labeling of PFAS in consumer products *State among first to implement universal labeling requirements*

SANTA FE — New Mexico's Environmental Improvement Board today approved landmark rules requiring manufacturers to label consumer products containing intentionally added PFAS — the 'forever chemicals' often linked to serious health conditions including certain types of cancer — giving shoppers the ability to identify products made with PFAS.

In addition, the rules implement state law which phases out and prohibits the sale of certain products containing PFAS.

"Today marks a monumental day for New Mexico, putting our state at the forefront of tackling the public health and environmental effects of PFAS," said **Environment Secretary James Kenney**. "Labeling consumer products containing PFAS is about honesty — a concept now required by regulation. Manufacturers of PFAS-containing consumer products must inform potential customers as to which cookware, children's toys, cosmetics and toiletries and other products we purchase daily contain these chemicals. The rules place families on equal footing with the manufacturers."

The labeling requirement strengthens the state's PFAS Protection Act, which Governor Michelle Lujan Grisham signed in 2025. Under the new rules, manufacturers must display a universal symbol on any product containing intentionally added PFAS.

The new requirements apply to manufacturers only and place no obligation on retailers or consumers.

In addition to establishing labeling requirements on consumer products, the Board also adopted the Department's reporting requirements for phasing out the sale of certain consumer products containing intentionally added PFAS.

Beginning in 2027, state law prohibits the sale of certain products with intentionally added PFAS in items like cookware, food packaging and toys. Cosmetics, furniture and carpets will

follow in 2028. By 2032, all non-exempt products with intentionally added PFAS will be prohibited from sale in New Mexico.

###

NMED does not discriminate on the basis of race, color, national origin, disability, age or sex in the administration of its programs or activities, as required by applicable laws and regulations. NMED is responsible for coordination of compliance efforts and receipt of inquiries concerning non-discrimination requirements implemented by 40 C.F.R. Parts 5 and 7, including Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1973; the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972, and Section 13 of the Federal Water Pollution Control Act Amendments of 1972. If you have any questions about this notice or any of NMED's non-discrimination programs, policies or procedures, you may contact: Kate Cardenas, Non-Discrimination Coordinator | NMED | 1190 St. Francis Dr., Suite N4050 | P.O. Box 5469 | Santa Fe, NM 87502 or (505) 827-2855 or nd.coordinator@env.nm.gov. If you believe that you have been discriminated against with respect to a NMED program or activity, you may contact the Non-Discrimination Coordinator.

###