




# MAINE AMENDS PFAS PRODUCTS REGULATIONS

Maine was one of the first states to adopt a law regulating the use of PFAS in consumer products. That original law required broad reporting of PFAS in products. In the recent legislative session, Maine amended the law to eliminate the general reporting requirement, and instead phase out intentionally added PFAS across several categories of products, require reporting on a select set of products granted extensions, and eventually phase out the use of intentionally added PFAS across nearly all products by 2032.

| PRODUCTS   | EXCEPTIONS  | DATE BANNED            |
|--|---|------------------------|
| <p>Textile articles (including apparel, footwear, and bags), cookware, juvenile products, ski wax, as well as cleaning products, cosmetics, upholstered furniture, and other product categories.</p>  | <p>Outdoor apparel for severe wet conditions, textiles included in watercraft, aircraft, or motor vehicles.</p> | <p>January 1, 2026</p> |
| <p>Outdoor apparel for severe wet conditions without label.*</p>    | <p>Outdoor apparel for severe wet conditions when accompanied by label.*</p>                                    | <p>January 1, 2029</p> |
| <p>All products absent a waiver.</p>    | <p>Several cooling and heating products not relevant to the outdoor industry.</p>                               | <p>January 1, 2032</p> |

\* the apparel must be accompanied by a legible, easily discernable disclosure that includes the following statement:  
MADE WITH PFAS CHEMICALS.

## EXEMPTIONS

**WAIVED/EXEMPT PRODUCTS** The law includes a key exemption for used products to support the circular economy and exemptions for a number of industries, including motor vehicles, boats, semiconductors, and watercraft, among others. It also provides a pathway for manufacturers to apply for a five-year extension of the use of PFAS in a particular product if it is a “currently unavoidable use” of PFAS, defined as “a use of PFAS that the department has determined by rule under this section to be essential for health, safety or the functioning of society and for which alternatives are not reasonably available.” Any products that receive such an extension must also provide detailed reports on the use of PFAS in those products to the Maine Department of Environmental Protection.

THIS GUIDANCE IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY AND DOES NOT CONSTITUTE LEGAL ADVICE

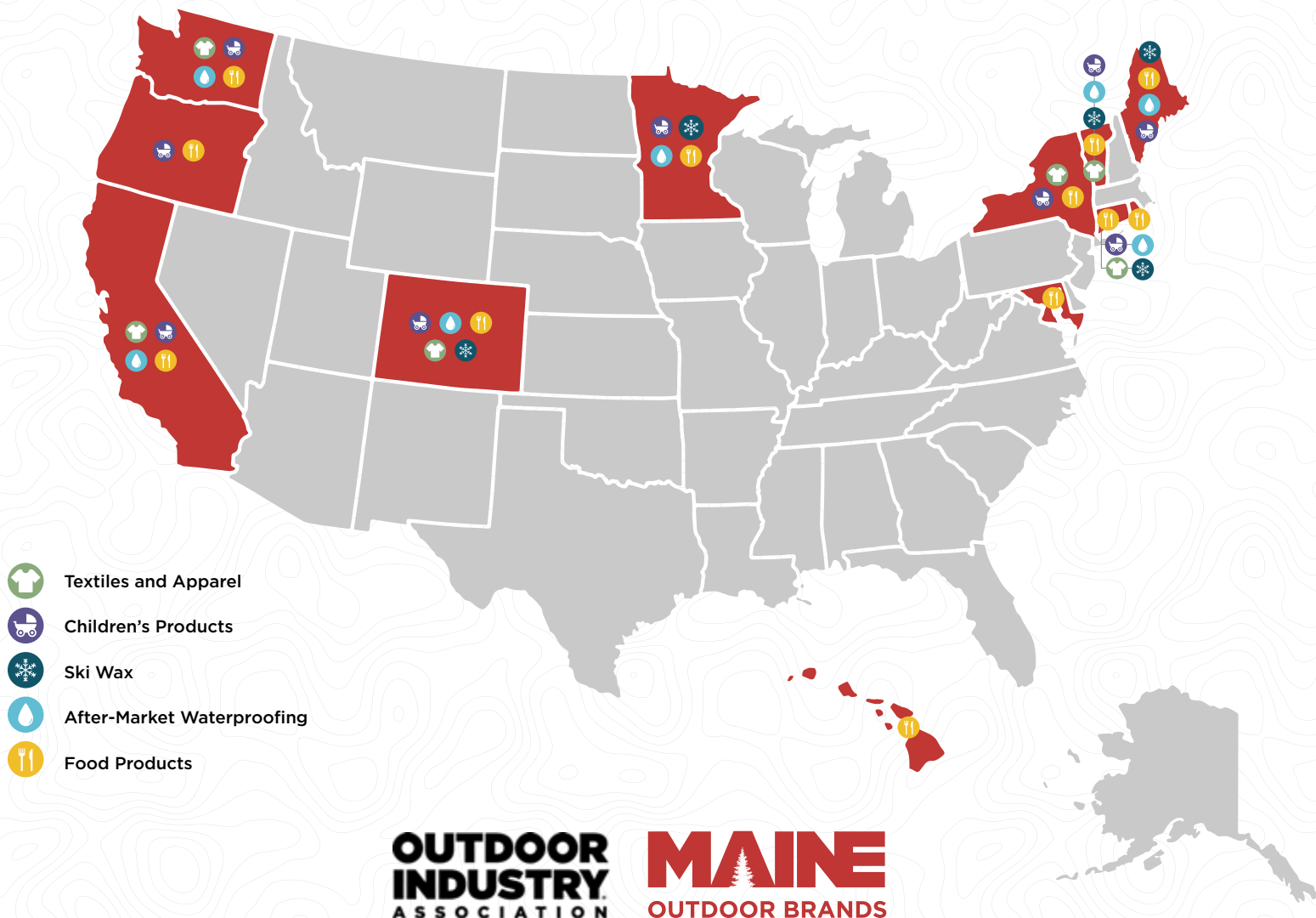
# THE NATIONAL PFAS REGULATORY MAP

## AS OF JUNE 2024

Maine has long taken a leadership role in regulating intentionally added PFAS in products, but it is not alone. For example, California will prohibit PFAS in textiles articles including apparel and footwear in 2025, while New York will ban those chemicals from apparel that same year. Vermont implemented a moratorium on PFAS-added ski wax back in 2023, and Minnesota will do the same come 2025—both earlier than Maine’s 2026 start date. Meanwhile, this legislative session saw new laws targeting PFAS in products passed in Colorado, Vermont, and Connecticut.

The new approach to phase out PFAS mirrors a growing number of states across the country—each with its own set of definitions, timelines, and exceptions. To stay compliant, brands and retailers should develop a national compliance strategy that focuses on early adopter states. Maine Outdoor Brands and the Outdoor Industry Association will continue to keep members up to date on states’ reporting, labeling, and waiver processes.

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