

TRIBUNE WATCHDOG

Playing with fire

A deceptive campaign by industry brought toxic flame retardants into our homes and into our bodies. And the chemicals don't even work as promised.

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BY PATRICIA CALLAHAN AND SAM ROE

Dr. David Heimbach knows how to tell a story.

Before California lawmakers last year, the noted burn surgeon drew gasps from the crowd as he described a 7-week-old baby girl who was burned in a fire started by a candle while she lay on a pillow that lacked flame retardant chemicals.

"Now this is a tiny little person, no bigger than my Italian greyhound at home," said Heimbach, gesturing to approximate the baby's size. "Half of her body was severely burned. She ultimately died after about three weeks of pain and misery in the hospital."

Heimbach's passionate testimony about the baby's death made the long-term health concerns about flame retardants voiced by doctors, environmentalists and even firefighters sound abstract and petty.

But there was a problem with his testimony: It wasn't true. Records show there was no dangerous pillow or candle fire. The baby he described didn't exist.

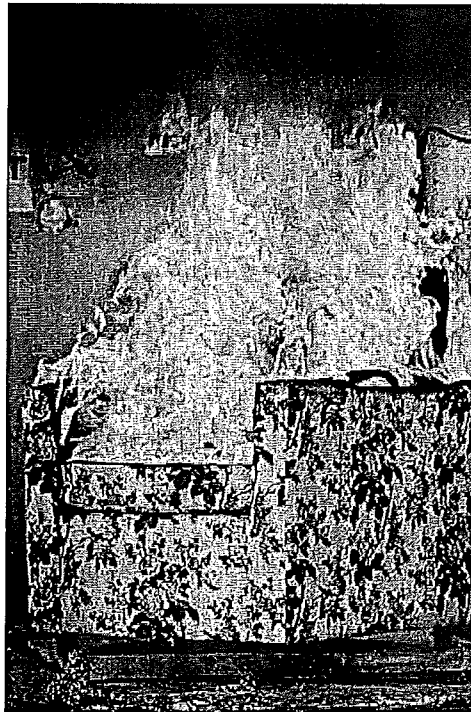
Neither did the 9-week-old patient who Heimbach told California legislators died in a candle fire in 2009. Nor did the 6-week-old patient who he told Alaska lawmakers was fatally burned in her crib in 2010.

Heimbach is not just a prominent burn doctor. He is a star witness for the manufacturers of flame retardants.

His testimony, the Tribune found, is part of a decades-long campaign of deception that has loaded the furniture and electronics in American homes with pounds of toxic chemicals linked to cancer, neurological deficits, developmental problems and impaired fertility.

The tactics started with Big Tobacco, which wanted to shift focus away from cigarettes as the cause of fire deaths, and continued as chemical companies worked to preserve a lucrative market for their products, according to a Tribune review of thousands of government, scientific and internal industry documents.

These powerful industries distorted science in ways that overstated the benefits of the chemicals, created a phony consumer watchdog group that stoked the public's fear of fire and helped organize and steer an association of top fire officials that



CONSUMER PRODUCT SAFETY COMMISSION PHOTO
Up in flames: Government scientists found that chairs containing flame retardants, like the one being tested above, burned just as fast as identical chairs without them.