

TOXIC INGREDIENTS

In the United States.

- Cancer

Reproductive & Hormone
- Skin Effects

Other Health Effects



SHAMPOO

COAL TAR

Is a byproduct of coal processing, and is a known human carcinogen, according to the International Agency for Research on Cancer. Hair stylists and other professionals are exposed to these chemicals almost daily.

Found in shampoo, and hair dye.

SODIUM LAURYL SULFATE

Is shown to cause or contribute to skin irritation, canker sores, disruptions of skin's natural oil balance and eye damage. It is also widely believed to be a major contributor to acne.

Found in shampoo, body & face wash, makeup, mouthwash, and toothpaste.

PARABENS

Several studies link parabens, which mimic estrogen, to breast cancer, skin cancer and decreased sperm count. Longer chain parabens may disrupt the endocrine system and cause reproductive and developmental disorders.

Found in: makeup, moisturizer, shaving gel, shampoo, personal lubricant and spray tan products.

COSMETICS

PETROLEUM DISTILLATES

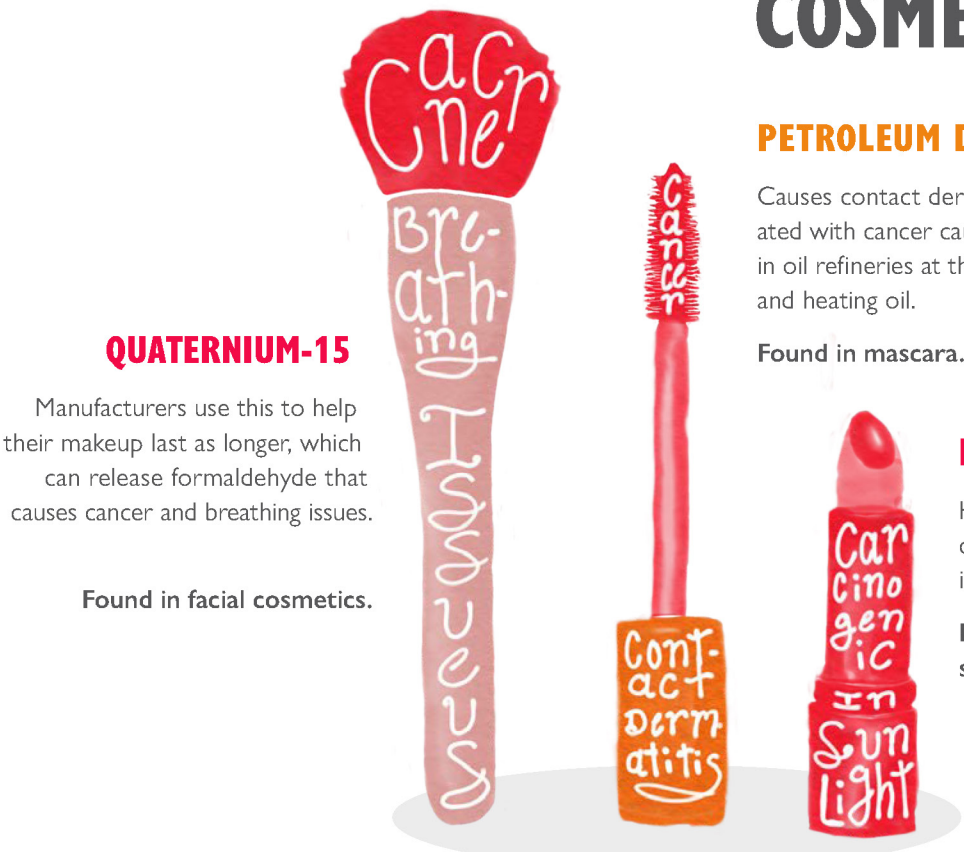
Causes contact dermatitis and are often contaminated with cancer causing impurities. They are produced in oil refineries at the same time as automobile fuel, and heating oil.

Found in mascara.

RETINYL

Has the opposite intended effect and can become carcinogenic in sunlight, making it extra important to only use at night.

Found in moisturizer, lip products, sunscreen, and anti-aging products.



SUNSCREEN & NAILS

DIBUTYL PHTHALATE

This "toxic trio" is linked to birth defects, endocrine disruption, headaches and respiratory problems—especially concerning for nail salon workers and those who frequently get manis or pedis.

Found in nail polish and nail products.



SOAP & TOOTHPASTE

POLYETHYLENE

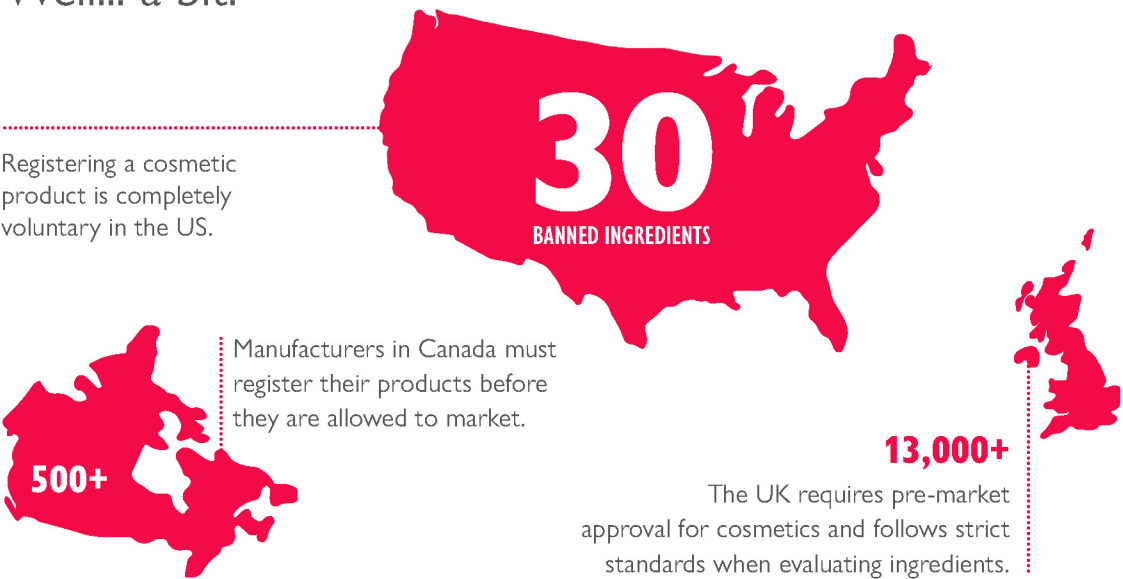
Found in those tiny plastic beads that are frequently contaminated with 1,4-dioxane, which the U.S. government considers a human carcinogen. Polyethylene has been noted as a skin irritant and should never be used on broken skin.

Found in scrubs, body wash, makeup, and toothpaste.



DON'T WE REGULATE THIS?

Well... a bit.



WHO CAN I TRUST FOR A SAFE PRODUCT?

SUNSCREEN

Kabana Organic Skincare
Loving Naturals
Adorable Baby
Tropical Sands
Waxhead Sun Defense
True Natural
Belly Buttons & Babies
Beyond Coastal
Soleo Organics
Rock Island Organics
Sunology
Blue Lizard
Vanicream
BurnOut

TOOTHPASTE

Dr. Brite
WITH MY
David's Natural Toothpaste
Modere
Happy
Arganat
Heritage Products
Tom's of Maine
JASON
Eco-Dent
Soap for Goodness Sake
Healing-Scents
Miessence
Grin

SHAMPOO

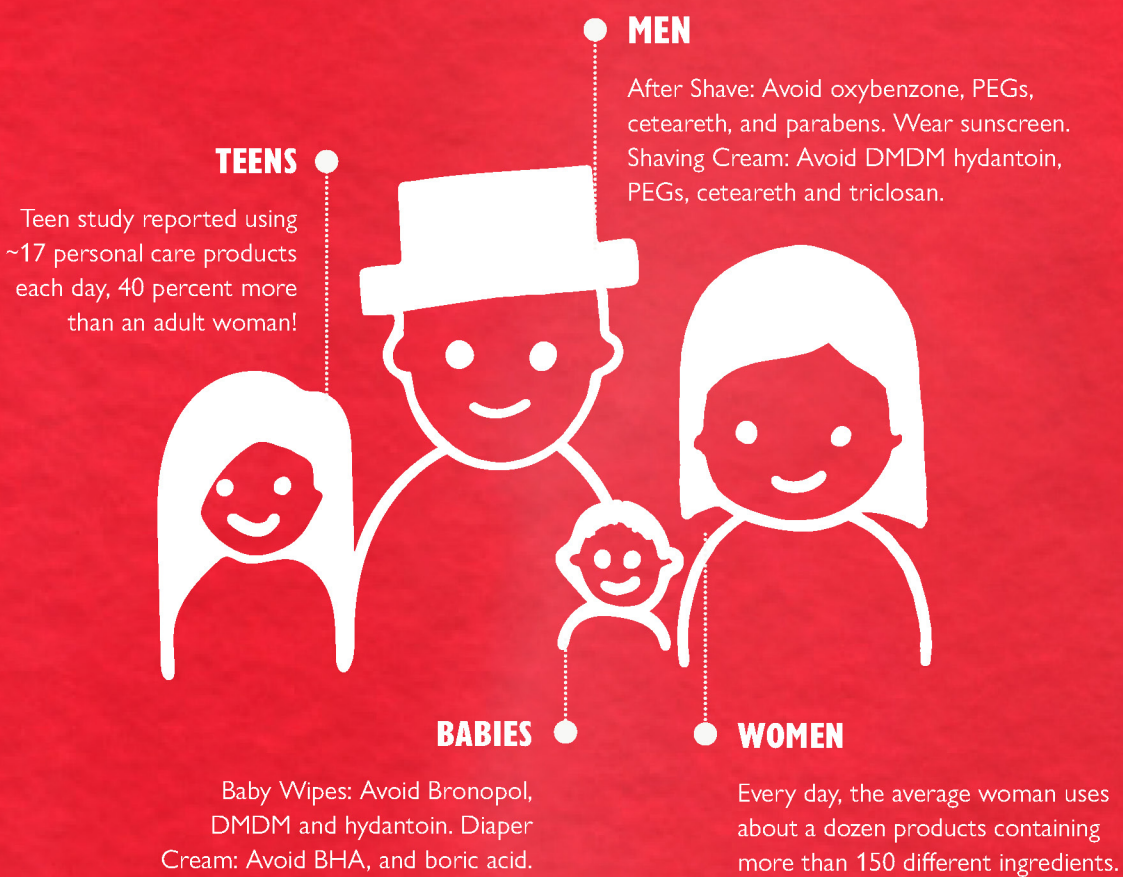
Soap for Goodness Sake
Boyyz Only
Everyone
Paul Penders
Farma Dorsch
Clevos
Avalon Organics
Replenology
Herbal Essences
Lowen's Natural Skin Care
ATTITUDE
Beauty Counter
Baja Baby
Clean Kids Naturally

MASCARA

Mineral Fusion
Paul Penders
Rejuva Minerals
W3LL PEOPLE
Beauty Counter
Maja's mineral Galaxy
C'est Moi
Ecco Bella
Black Organics
RevitaLash
Crunchi

See EWG for full list.

TAKE CONTROL OF YOUR SKIN



UNDERSTAND YOUR IMPACT

When you choose to purchase natural beauty products, you're letting conventional brands know that you don't like what they're doing. The fewer people purchase items with toxic ingredients, the less incentive there is for businesses to make them.

READ LABELS

If it has something you don't want in it, put it back down. We don't expect you to understand all of the ingredients, so you can always use the EWG app to help you. The Environmental Working Group has a great database just for cosmetics products.

GET FAMILIAR WITH INGREDIENTS

While the ingredients called out here are a great start, you can find a full list of the chemicals banned in the EU in the link below.

eur-lex.europa.eu

GO NATURAL

Natural beauty products are extremely unlikely to contain ingredients banned in the EU. Instead, they're made with ingredients that work even better. Most natural beauty companies also choose to get their packaging and ingredients from sustainable sources. And just because the name of the company indicates it is "natural" doesn't mean it is.