

THE TRUTH CAN ALSO BE BEAUTIFUL

Many companies are already making safer products, and are striving to make even safer products in the future. More than 600 companies have signed the Compact for Safe Cosmetics, a pledge to remove hazardous chemicals and replace them with safer alternatives. Many well-known companies in the natural products industry have signed the Compact. However, none of the cosmetic industry giants have signed... yet. We need your help to convince Avon, Revlon, L'Oreal, Estee Lauder, Procter & Gamble and other large corporations to sign the Compact and commit to removing toxic chemicals from their products.

The good news is that the cosmetics industry is starting to pay attention to consumer demand for safer products. Recently, the Campaign for Safe Cosmetics—in partnership with consumers and nail salon workers—pressured the world's largest manufacturers to remove some of the worst ingredients commonly used in nail products. Many brands have removed the "toxic trio" of ingredients: formaldehyde, toluene and dibutyl phthalate. This change will protect the health of millions of women, especially salon workers who breathe in the fumes from nail products for many hours every working day.

Safer nail polish is a good first step, and there is much more we can do together to convince manufacturers to make safe, non-toxic products. With your help, the Campaign for Safe Cosmetics will continue to work toward the day when personal care products used at every stage of life—from baby shampoo to hair dye—are as safe as they can possibly be.

**PLEASE JOIN US IN OUR EFFORTS TO GIVE THE
COSMETICS INDUSTRY A MAKEOVER!**

www.safecosmetics.org/takeaction

OPI Update:

OPI Products, the world's largest nail polish manufacturer, responded to the Campaign's consumer pressure by removing dibutyl phthalate and toluene from its nail polishes. This big step in the right direction shows that safer alternatives to toxic products can be made available.



The Campaign for Safe Cosmetics

www.SafeCosmetics.org

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On the West Coast:

Breast Cancer Fund
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The Campaign for Safe Cosmetics is a national coalition of health and environmental groups. The Campaign's goal is to protect the health of consumers and workers by requiring the health and beauty industry to phase out the use of chemicals linked to cancer, birth defects and other serious health concerns—and replace them with safe alternatives.

Founding members of the Campaign include:

- Alliance for a Healthy Tomorrow
- Breast Cancer Fund
- Clean Water Action
- Commonwealth
- Friends of the Earth
- Women's Voices for the Earth
- National Black Environmental Justice Network
- Environmental Working Group
- Massachusetts Breast Cancer Coalition
- National Environmental Trust

The Campaign for Safe Cosmetics is also working with more than 100 endorsing organizations and thousands of citizen activists across the country. The result: a nationwide movement to shift the market toward safer alternatives and to demand government oversight of the personal care products industry.

Skin Deep, a report by the Environmental Working Group, is a review of ingredients found in nearly 25,000 name-brand personal care products cross-referenced against 50 toxicity databases (2007). Click on the Skin Deep button at www.safecosmetics.org to check the safety of your personal care products.

HERE'S WHAT YOU CAN DO:

1. SIGN UP FOR THE LATEST NEWS ABOUT COSMETICS AND YOUR HEALTH.

The Campaign for Safe Cosmetics sends e-mail news and action alerts once or twice a month. We'll tell you what's happening right now with cosmetic safety and how you can make a difference. Sign up at www.safecosmetics.org/join.

2. CHOOSE SAFER PRODUCTS.

Visit Skin Deep, the world's largest searchable database of ingredients in cosmetics, by clicking on the link at www.safecosmetics.org. Find out if your favorite products contain hazardous chemicals and find safer alternatives. Then use this brochure on your next shopping trip to help you make sense of ingredient labels and avoid the most toxic products.

3. TELL YOUR COSMETICS COMPANIES YOU WANT SAFE PRODUCTS.

Call, write or e-mail the companies that make your favorite products to let them know you want safe products now! Look on product packaging for a customer service hotline or Web site.

Toll-free customer support lines:

L'Oreal (*Garnier, Maybelline, Lancome, Redken*):
1-800-322-2036

Estee Lauder (*MAC, Prescriptives, Origins, Aveda, Clinique*):
1-877-311-3883

Procter & Gamble (*Clairol, Cover Girl, Max Factor, Olay, Noxzema*): 1-800-725-3296

Revlon (*ColorStay, Almay, Flex*):
1-800-473-8566

Avon: 1-800-445-AVON

Meanwhile, patronize the companies that have signed the Compact for Safe Cosmetics. The complete list of Compact signers is available at www.safecosmetics.org.

4. SPREAD THE WORD.

Tell your friends, coworkers and family about toxic chemicals in cosmetics and tell them how they can learn more and take action. You can even host your own Healthy Cosmetics House Party. Download useful materials, including our Campaign in a Box, from www.safecosmetics.org or contact us for assistance.



Campaign for Safe Cosmetics activists participated in street actions, which helped convince OPI to reformulate nail products with safer ingredients.



Because
"USE DAILY"
shouldn't be
dangerous
advice

UNMASKED

10 Ugly Truths Behind the Myth of Cosmetic Safety

The Campaign for Safe Cosmetics

www.SafeCosmetics.org



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10 Ugly Truths Behind the Myth of Cosmetics Safety

1. TOXIC CHEMICALS ARE IN OUR BEAUTY PRODUCTS—AND IN OUR BODIES.

Every day we use multiple personal care products—from shampoo to deodorant, lotion to make-up—that contain chemical ingredients that are absorbed through the skin, inhaled or ingested. So it's not surprising that potentially harmful chemicals have gotten into our bodies, our breast milk and our children. Some of these chemicals are linked to cancer, birth defects, learning disabilities and other health problems that are epidemic in our society. Astonishingly, in the United States, 1 in 2 men and 1 in 3 women are expected to develop cancer during their lifetimes, according to the National Cancer Institute.

2. SMALL EXPOSURES CAN ADD UP TO HARM.

The cosmetics industry says it's safe to put toxic chemicals linked to cancer, infertility or other health problems into personal care products because the amount in each product is too small to matter. But none of us use just one product. Think about how many products you use in a single day—from toothpaste to soap, shampoo, hair conditioner, deodorant, body lotion, shaving products and makeup—and how many products you use in a year, and over a lifetime. Small amounts of toxic chemicals add up and can accumulate in our bodies. Chemicals linked to cancer and birth defects do not belong in personal care products, period.

INGREDIENTS BANNED FROM COSMETICS

United States: **10**
European Union: **1,100+**

3. THE GOVERNMENT SHOULD BE PROTECTING US, BUT IT'S NOT.

Major loopholes in federal law prevent the U.S. Food and Drug Administration (FDA) or any other government agency from approving the safety of cosmetics and body care products before they can be sold. The European Union now bans more than 1,100 chemi-

One-third of personal care products contain at least one chemical linked to cancer, according to the Skin Deep report by the Environmental Working Group, a partner in the Campaign for Safe Cosmetics.

cals from personal care products because they may cause cancer, birth defects or reproductive problems. In stark contrast, just 10 ingredients are banned from cosmetics in the United States.

4. YOU CAN'T BELIEVE INDUSTRY SAFETY CLAIMS.

Manufacturers say their products are safe. But what do those claims really mean? It may mean that the company has tested the ingredients it uses—but only to determine if the chemicals cause rashes, swelling or other acute reactions. Companies are not required to test the ingredients in their products to determine if they cause long-term, negative health effects, such as cancer or the inability to have a healthy child. Since there is no government standard for safety, companies can say whatever they want about the safety of their products.

Ingredients in personal care products in the U.S.: **10,500**

Portion of chemical ingredients in cosmetics that have been assessed for health and safety by the industry's self-policing safety panel: **11%**

5. THE \$50-BILLION U.S. COSMETICS INDUSTRY ROUTINELY OPPOSES LAWS THAT WOULD PROTECT CONSUMERS AND THE ENVIRONMENT.

The Cosmetics, Toiletry and Fragrance Association (CTFA) has lobbied against laws that would control pollution at cosmetics manufacturing plants, require recycled content in packaging or add more consumer safety information on labels. The industry says it doesn't need laws because it can voluntarily regulate itself. An industry-funded panel called the Cosmetics Ingredient Review panel—not the FDA or any other government agency—is currently in charge of reviewing the safety of cosmetics.

6. WE HAVE TO PROTECT OURSELVES UNTIL WE CONVINCED THE GOVERNMENT TO PROTECT US.

According to Skin Deep, the highest-concern product categories are:

- Hair color and bleach
- Hair relaxer
- Nail polish
- Skin lightener
- Nail treatment

But even in these highest-concern categories, some brands are safer than others. Consumers can research these products to find the safest alternatives by clicking on the Skin Deep link at www.safecosmetics.org.

7. TWO OF THE HIGHEST-CONCERN COSMETICS ARE MARKETED TO AFRICAN-AMERICAN WOMEN.

Products promising lighter skin and straighter hair are problematic because of their message about what is considered beautiful. But the Skin Deep report shows that some hair relaxers and skin lighteners share a second problem: they contain ingredients such as hydroquinone, placenta and petroleum byproducts that are linked to cancer, reproductive and hormonal problems, and some of them sensitize the skin, which means that dangerous ingredients are more likely to penetrate into the body.

8. EVEN INGREDIENTS THAT ARE KNOWN TO CAUSE HARM CAN BE PUT INTO PERSONAL CARE PRODUCTS.

Few ingredients have been assessed for long-term health impacts, but those that have—and are known or suspected to be toxic—are still allowed in cosmetics. Seven of the most problematic are:

MERCURY

Often listed as thimerosal on ingredient labels, mercury is a possible human carcinogen, and a human reproductive or developmental toxin. Found in some eye drops, ointments and mascaras.

PLACENTA

Placenta produces progesterone, estrogen and other hormones that can interfere with the body's normal hormone functions and can lead to serious health problems—like breast cancer—when used in cosmetics. Sometimes used in hair relaxers, moisturizers and toners.

LEAD ACETATE

This compound of lead is a known human reproductive and developmental toxin. Prohibited from use in cosmetics in the European Union. Found in some hair dyes and cleansers.

PETROCHEMICALS

These byproducts of crude oil (appearing on labels as petrolatum, mineral oil and paraffin) may contain known or suspected human carcinogens as well as harmful breakdown products or impurities from manufacturing processes (such as 1,4-Dioxane), which are not listed on ingredient labels. Found in some hair relaxers, shampoos, anti-aging creams, mascaras, perfumes, foundations, lipsticks and lip balms.

PHTHALATES

These plasticizing chemicals are probable human reproductive or developmental toxins and endocrine disruptors. Two phthalates often used in cosmetics (dibutyl and diethylhexyl) have been banned in the European Union. Found in some nail polishes, fragrances and hair sprays.

HYDROQUINONE

A possible carcinogen and probable neurotoxin and skin sensitizer, hydroquinone can also cause a skin disease called ochronosis, which

leaves irreversible black-blue lesions on skin. Found in some skin lightening products and moisturizers.

NANOPARTICLES

Extremely tiny particles which are largely untested and unlabeled in personal care products, capable of being absorbed directly into the bloodstream. Found in some eye shadows, bronzers, sunscreens and lotions.

9. MEN ARE NOT IMMUNE TO THESE PROBLEMS.

Two products marketed to men to color gray hair (EBL GreyBan and Grecian Formula 16) contain lead acetate, which can harm fertility and impact the development of a child before birth. Clairol Herbal Essences True Intense Hair Color for Men is among the highest concern hair color products in Skin Deep. Some after-shave lotions, anti-dandruff shampoos, tooth whiteners, sunless tanning products, men's hair-removal products and colognes are also in the highest-concern category. Skin Deep lists many safer alternatives in each category.

10. THE WORD "NATURAL" ON A PRODUCT LABEL DOESN'T MEAN IT'S SAFE—OR NATURAL.

Neutrogena After Sun Treatment with Natural Soy has one of the highest hazard ratings of the lotions in Skin Deep. What's so "natural" about a product with more than 10 different ingredients that raise health concerns? Neutrogena is owned by Johnson & Johnson, which markets its products as superior because of their "natural" properties and recommendations from health-care providers. Another example: Barielle 10 Piece Natural Nail Care System contains several ingredients of high concern including dibutyl phthalate, fragrance and urea, despite the word "natural" in the product name.

