



Best in Beauty Backgrounder

Best in Beauty started as the brain-child of Tara Lee who, after months of research, was disgusted—and angered—by the amount of toxins included in so many mass-market beauty products. She realized, though she would never let her children play with toys coated in lead or come into contact with hazardous household products, she allowed them to bathe, brush and lather in similar chemical ingredients regularly...chemicals found in shampoos, conditioners, lotions, toothpastes, bubble baths, cosmetics, etc.

If lead is not safe in paint and pencils, why hasn't it been banned from lipstick; why is formaldehyde not banned from cosmetic products in the U.S. as it has been in other countries; why can mercury, a known toxin, still be included in makeup products? These are the questions that inspired the launch of Best in Beauty. It maddened Tara that chemicals related to cancer, kidney and brain damage, high blood pressure, anemia and infertility are often found in the personal care products we all use daily (if not multiple times per day!).

European countries have banned over 1300 ingredients¹ due to toxic hazards, so why has the U.S. FDA only banned ten²? This just doesn't add up. The FDA leaves it to cosmetic manufacturers to regulate the safety of their own products ([see quote](#)), but many of these manufacturers sell toxins to their loyal consumers daily. Where's the accountability?

So, Best in Beauty launched "Labels for Life," a campaign designed to teach consumers how to read the labels on their cosmetic products, identifying toxins and promoting health in the cosmetic industry until proper regulations are in place. Most people do not have a degree in chemistry and cannot define words like "cyclopentasiloxane," and they can't always carry a "toxic ingredients list" when shopping. This campaign is meant to make labels easy to read.

Additionally, Best in Beauty wants to encourage regulation from the FDA, highlighting the need for full-disclosure from manufacturers regarding their product ingredients. Best in Beauty is a one-stop-shop for beauty industry information, advice and products, and the site offers healthy, non-toxic product alternatives from superior, health-conscious manufacturers that represent what beauty industry standards should be. For more information, visit: www.BestinBeauty.com.

¹ [European Union Cosmetic Directive](#)

² http://www.fda.gov/fdac/features/1998/398_cosm.html



Best in Beauty Fact Sheet

Founded:	June 2008
Team Leader:	Tara Lee, Co-founder
Initiative:	<p>Labels for Life</p> <p>Labels for Life is a campaign dedicated to educating consumers about the harsh realities of the cosmetics industry. Through Labels for Life, Best in Beauty wants to teach consumers how to read cosmetic product labels to better understand what's going onto—and often into—their bodies.</p>
Overview:	<p>Best in Beauty, based out of Tampa, Fla., is dedicated to providing high-quality, healthy beauty products to consumers at a price they can afford. Best in Beauty believes high standards for health and safety in the cosmetic industry are long overdue and offers products through its site from manufacturers that represent what the cosmetic industry should be. Through its program, Labels for Life, Best in Beauty teaches consumers ways to read cosmetic product labels so consumers are aware of harmful chemicals used in mass-market products, such as lead, mercury and formaldehyde. Through partnerships with quality brands such as Ecco Bella, Ferro Cosmetics, Dropwise Cosmetics, etc., Best in Beauty is determined to be the leading source for all-natural personal care products. For more information about Best in Beauty, its product partners or Labels for Life, visit: www.BestinBeauty.com.</p>
On the Web:	<p>Site: www.BestInBeauty.com</p> <p>Facebook Cause: Send a Message on a Mirror: "WTF?" We "Want Toxic Free" Cosmetics!</p>



Co-founder : Tara Lee



Tara Lee wants to know why the European Union has banned over 1300 chemicals from cosmetic products, but the United States has only banned ten. She wants to know why her children's toys were recalled due to lead contamination, yet some cosmetic brands continue to use lead as an ingredient in their lipsticks.

With greater awareness surrounding health and environmental issues, she believes it is the ideal time for people to know about the lack of regulation and accountability in the beauty and cosmetic industries. With over 12 years of experience in the beauty and entertainment fields, Tara has seen first-hand how easily consumers trust major brands to deliver quality products, but all too often "quality" comes at a price. Tara believes, when lead and mercury are included in America's most trusted brands, consumers need to know their health and safety are often sacrificed. This fact inspired her to create Best in Beauty, a company dedicated to educating consumers about the harsh realities of the cosmetic industry.

She's pulled together a team of toxin-free manufacturers, to provide safe alternatives to the chemical-laden products out there. She's also launched "Labels for Life," an initiative designed to teach people how to read ingredient labels on cosmetic products much like consumers read nutrition labels on food products. Her ultimate goal is to make consumers more aware of the cosmetic industry's hidden facts and teach consumers how to read product labels. Ultimately she hopes government regulators will mandate safer products in the beauty industry. In the meantime, she offers a solution to concerned consumers, making Best in Beauty a one-stop-shop for beauty products and education.

Tara hails from Toronto. She moved to Tampa, Florida, in 1993 to complete a bachelor's degree in broadcast communications at the University of South Florida. She spent three years with Viacom on the sets of Nickelodeon and MTV and two years at FOX on the set of Mad TV. She became a member of the Directors Guild of America and then moved back to Tampa in 1998 where she joined the HSN team. She co-founded Best in Beauty in 2008 and currently spends all her free time relaxing with family and friends.