



Labels for Life: Know What's on Your Label!

Remember phrases like “I before E except after C,” “Please Excuse My Dear Aunt Sally” or “Roy G. Biv”? These are all phrases that have helped many people memorize complicated grammar rules, math processes or hues in the color spectrum for decades.

Well, Best in Beauty has created a similar phrase to help you remember which chemicals to avoid when purchasing your much-needed personal care products.

Repeat after us: “Pretty Products For Healthy People Minus Many Lousy Chemical Substances.”

Now, review the chemical list below, and associate each chemical with a word in our easy-to-remember phrase. Our hope is that this phrase will help you—and your friends and family—remember harmful chemicals we all should be wary of in cosmetic products. Our greater hope is that the FDA and all cosmetic manufacturers will notice consumers’ concern for their health and take action to remove these ingredients from cosmetic products altogether.

Best in Beauty Phrase	Chemicals
Pretty	Phthalates
Products	Propylene Glycol
For	Formaldehyde
Healthy	Hydroquinone
People	Petroleum
Minus	Mercury
Many	Mineral Oil
Lousy	Lead
Chemical	Colorants
Substances	Sodium Laurel Sulfate

Please note, the chemical list provided above (also found on www.BestinBeauty.com) has been accumulated through research performed by Best in Beauty. These are ten of the most common harmful ingredients used in everyday cosmetic products, ranging from shampoos and conditioners to nail polishes and deodorants.

Best in Beauty will add more information about chemicals in your makeup and cosmetic products to our Web site as the Labels for Life campaign continues. In the meantime, feel free to use sources like the Skin Deep database and SafeCosmetics.org to learn more about the harsh truths in the cosmetic industry. If you like reading, we also recommend: *Not Just a Pretty Face: The Ugly Side of the Beauty Industry*, by Stacy Malkan.

Descriptions of the chemicals listed above are provided on the following pages of this document.

The Top 10 Most Common Harmful Ingredients Found in Personal Care Products

When you use personal care products such as cosmetics, lotions and shampoos, the ingredients in these products come into direct contact with your body's largest organ: your skin. Researchers at the Herb Research Foundation found the skin absorbs up to 60 percent of the chemicals it contacts, and absorbs them directly into the bloodstream. Therefore, it's important for you to know what these chemicals are so you can be aware.

Here are the 10 most common harmful chemicals found in your everyday beauty products.

1. **PHthalATES / FRAGRANCE** - Phthalates are estrogen-mimickers that wreak havoc on the endocrine system in the human body and cause unwelcome hormonal effects. They are found in "fragrance" and nail polish. In Europe three phthalates- DEHP, DBP and BBP- are banned for use in cosmetics and in all toys and childcare articles. "Fragrance" is unregulated and can indicate the presence of up to four thousand different ingredients, many of which can be toxic or carcinogenic. Clinical observation proves fragrances can affect the central nervous system, causing depression, hyperactivity and irritability. Forms of "fragrance" are in the majority of personal care products such as perfume, moisturizers, soap, shampoos and candles. Looks like this on a label: DEHP, DBP, BBP, DINP, DIDP, DNOP.
2. **PROPYLENE GLYCOL** - Is related to anti-freeze and is a derivative of petroleum. It is the second most common ingredient in moisturizers, aside from water. It's linked to liver abnormalities and kidney damage, and is also a skin and eye irritant. It is found in sunscreens, moisturizers, baby lotion, antiperspirants and deodorants and shaving products. Looks like this on a label: Propylene Glycol, Proptylene Glycol, 1,2-Propanediol. Related synthetics: PEG (polyethylene glycol) and PPG (polypropylene glycol).
3. **FORMALDEHYDE** - Often referred to as "formalin," is used as a preservative and has been linked to cancer, developmental and reproductive problems and asthma. It is primarily used in nail polishes, shampoos and bleach. It has been banned in Japan and Sweden. Looks like this on a label: formaldehyde, formalin, formic aldehyde, oxomethane, oxymethylene.
4. **HYDROQUINONE** - Is used as an active ingredient in over-the-counter products such as skin lighteners, hair bleaches, concealers, facial cleansers and sunscreens with SPF 15 or higher. It is related to cancer, neurotoxicity, endocrine disruption and developmental and reproductive toxicity. Looks like this on a label: 1,4-Benzenediol, 1,4-Dihydroxybenzene, P-Dioxybenzene, 4-Hydroxyphenol, P-Hydroxyphenol, 1,4Benzenediol.
5. **PETROLATUM/PETROLEUM** - Although difficult to spot because of its many aliases, it's most commonly known as petroleum jelly. It is a fossil fuel that is broken down into smaller components, which contain hydrocarbons, and is a common ingredient in beauty products. It can be found in moisturizers, conditioners, wax depilatories, baby creams and makeup. Petroleum derivatives have been linked to cancer, developmental and reproductive damage, immune system toxicity, endocrine disruption and neurotoxicity. It is banned in Europe. Looks like this on a label: petrolatum, petroleum jelly, trioxaundecanedioi acid, toluene, 4-amino-2-hydroxytuolene, BHA.
6. **MERCURY** - Is a controversial ingredient that causes damage to the brain and is blamed for autism in children. It is most commonly found in eye products like mascara. Looks like this on a label: mercurous chloride, thimerosal.
7. **MINERAL OIL** - Is a petroleum derivative that has the same origins as fossil fuels. It's an ingredient in foundations, lipsticks, lotions and makeup removers. It has been linked to a variety of things, from clogged pores to cancer. It does not allow the skin to breathe. Looks like this on a label: liquidum paraffinum, paraffin oil, paraffin wax.
8. **LEAD** - In 1978 it was banned from paint due to the dangers it causes to the body. It can affect almost every organ and system in the body. It can cause anemia, an increase in blood pressure and it can damage the brain and kidneys. Somehow traces of it can still be found in hair dye and red lipsticks. Although lead should be labeled in some form or fashion, it is not. Therefore, look for products labeled "Lead-free!"

9. **COLORANTS/SYNTHETIC COLORS** - Used to create make-up shades and colors, these colorants are found in countless makeup and beauty products and are listed on labels as "FD&C" or "D&C" colors. Most colorants actually are regulated by the FDA, however, most are derived from coal tar, which has been linked to cause cancer. Looks like this on a label: D&C, FD&C.

10. **SODIUM LAURYL SULFATE / SODIUM LAURETH SULFATE** - Often found together in products acting as a foaming agent. It is a detergent which has been found to enter the brain, heart and liver and impairs the immune system. It also causes eye irritations and skin rashes. When mixed with other chemicals found in toiletries it can form carcinogenic (cancer-causing) compounds. It can be found in shampoos, conditioners, soaps and toothpastes. Looks like this on a label: Sodium Laureth Sulfate, Sodium Lauryl Sulfate, Sodium Lauryl Ether Sulfate, Anhydrous Sodium Lauryl Sulfate, Irium, SLS, SLES, MSDS, ALES, ALS.