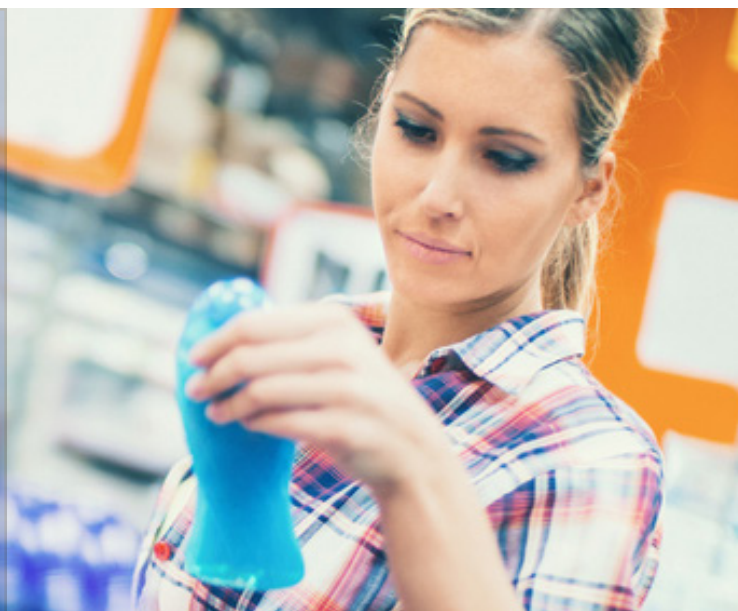


Every day, the average woman uses about 12 products and the average man about 6 products containing roughly 80 to more than 100 different ingredients.¹



ANATOMY OF A SKINCARE LABEL

Did you know that what you put on your skin can go directly into your bloodstream?

Many products contain a long list of ingredients and additives linked to carcinogenicity, endocrine disruption, and various other serious health effects.

Skin care companies use language to “greenwash” you into thinking they are safe when they are not. Because makeup, perfumes, lotions, mascara, and other beauty and skincare products can contribute to the toxic brew that may cause health problems, it’s important to understand how to decipher the labels.

Here are the top things to look out for:

1. PARABENS

Used primarily as a preservative to prevent the bacterial growth, parabens are more common in liquid products such as shampoos and lotions. Parabens are primarily linked to hormonal disruption, reproductive toxicity, and skin irritation.

Steer clear of anything that ends in paraben:

- Butylparaben
- Isopropylparaben

2. PHTHALATES

Phthalates (pronounced THAY-lates) are a class of chemicals that can disrupt hormone function. In turn, that disruption can create imbalances throughout the entire body, including those impacting the immune system and brain. Phthalate metabolites found in human urine have been linked with obesity and insulin resistance and may inhibit testosterone function in men. About 80% of people are exposed to this type of toxin.

Phthalates play different roles depending on the product, but their main function is to help scent cling to skin and hair. The word “phthalates” may never actually appear on the label, but instead can be one of the ingredients that make up “fragrance” or “parfum/perfume.” Seeking out unscented products is a better alternative.

WHERE PARABENS & PHTHALATES CAN SHOW UP

Shampoo / Hairspray / Foundation / Eye Shadow / Blush / Lipstick / Deodorant / Nail Polish / Perfume / Body Lotion / Sunscreen / Shaving Cream

BRANDS I STAND BY

I always consult the EWG’s Skin Deep database for the safest skincare products: <http://www.ewg.org/skindeep/>
I also trust Beautycounter: <http://beautycounter.com/KarenMalkin>

RESOURCES

1) <http://www.ewg.org/skindeep/top-tips-for-safer-products/>