

UNMASKED:



5 Ugly Truths Behind the Myth of Cosmetics Safety

Because
"USE DAILY"
shouldn't be
dangerous
advice

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 toxic chemical ingredients that are absorbed through the skin, inhaled or ingested. Some of these chemicals are linked to cancer, birth defects, learning disabilities and other health problems that are epidemic in our society.

acute reactions. Companies are not required to test their products for long-term negative health effects, such as cancer or the inability to have a healthy child.

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

2. SMALL EXPOSURES CAN ADD UP TO HARM.

The cosmetics industry says it's safe to put toxic chemicals into personal care products because the amount in each product is too small to matter. But none of us uses just one product a day—and small amounts of toxins can add up to harm. Chemicals linked to cancer and birth defects do not belong in personal care products, period.

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.

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

Major loopholes in federal law prevent the government from requiring safety testing or approving the safety of cosmetics and body care products. In the United States, the cosmetics industry—not the government—is in charge of product safety.

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. Unfortunately, none of the major brands found in most drug stores—such as Revlon, L'Oreal, Estee Lauder or Proctor & Gamble—have signed the pledge. Help us give the cosmetics industry a makeover! Take action at www.safecosmetics.org.

4. YOU CAN'T BELIEVE INDUSTRY SAFETY CLAIMS.

Manufacturers say their products are safe. But what do those claims really mean? They may mean the company has tested its products, but only to ensure the ingredients don't cause rashes, swelling or other

The Campaign for Safe Cosmetics

www.SafeCosmetics.org

