



PURAS CLEAN STANDARDS POCKET GUIDE

DID YOU KNOW

60% of personal care and household products we use contain endocrine disrupting chemicals (EDC) which disrupts hormones, increase cancer risks, disturbance in immune, nervous & reproduction system.

Skin care and personal care products in the market are made with over 80,000 chemical ingredients. Some of which are potentially linked to cancer, damage to the reproductive system, disrupt the endocrine system, or internal system over a prolonged and repeated usage. Our skin absorbs 60% of what we apply. These harmful ingredients can migrate into our bodies, and blood streams through transdermal action, therefore causing harm to our bodies and health.

TOP 10 TOXIC Ingredients To Avoid In Skincare & Personal Care Products

1. DMDM HYDANTOIN & UREA (IMIDAZOLIDINYL & FORMALDEHYDE)

Commonly found in:
Skincare products, shampoo, body wash, hair gel.

Side effects:
i) Eye, nose, throat irritation, ii) Cancer,
iii) Reproductive, Developmental and Immunological toxicity

2. SODIUM LAURYL SULFATE (SLS) SODIUM LAURETH SULFATE (SLES) AMMONIUM LAURYL SULFATE (ALS)

Commonly found in:
i) Face cleansers, ii) Hair care products, iii) Body wash,
iv) Soap

Side effects:
i) Skin irritation, ii) Damage central nervous system,
iii) Cancer

3. PARABENS (METHYL PARABEN, ETHYL PARABEN, EROPHL PARABEN, ISOBUTYL PARABEN)

Commonly found in:
i) Skin care products, ii) Deodorant

Side effects:
i) Disrupts hormones, ii) Breast cancer

4. MINERAL OIL (PARAFFIN, PARAFFIN OIL, PARAFFINUM LIQUIDUM)

Commonly found in:
i) Baby oil, ii) Vaseline, iii) Body lotion & cream,
iv) Hair products

Side effects:
i) Impede skin breathing, ii) Premature aging,
iii) Related skin disorders

5. SYNTHETIC PARFUM / FRAGRANCE

Commonly found in:
All cosmetics, personal care and household items

Side effects:
i) Disrupts hormones, ii) Headaches & dizziness,
iii) Skin rashes & irritation

6. PHTHALATES

Commonly found in:
i) Most skincare and personal care products,
ii) Household cleaners.

Side effects:
i) Endocrine disruptors,
ii) Damage to kidney, liver and lungs

7. COCAMIDE (DEA, TEA, MEA)

Commonly found in:
i) Bath soaps, ii) Hand wash, iii) Body wash,
iv) Shampoo

Side effects:
i) Disrupts hormones, ii) Nervous system disorder,
iii) Cancer

8. BHA (BUTYLATED HYDROXYANISOLE) BHT (BUTYLATED HYDROXYTOLUENE)

Commonly found in:
i) Skin care products, ii) Cosmetics
iii) Hair shampoo and conditioner,

Side effects:
i) Endocrine systems, ii) Reproductive system,
iii) Skin irritation

9. SILICONES

Commonly found in:
i) Skin care products,
ii) Hair shampoo and conditioner

Side effects:
i) Impede skin breathing, ii) Premature aging,
iii) Related skin disorders

10. TRICLOSAN

Commonly found in:
i) Skin care products, ii) Toothpaste/mouthwash,
iii) Detergents

Side effects:
i) Disrupts hormones, ii) Weakening immune system,
iii) Allergies, asthma and eczema