



the Sally B's Skin Yummie's Guide to

AVOID TOXINS IN THE MAKEUP AISLE

There's no denying our passion for honest labeling and our never-ending, mom-like advice to read the label of each and every product you use. Because there is no government regulation on the ingredients the skincare industry uses or labeling standards (like a food company could ever get away with not listing all their ingredients), we absolutely, 100% mean what we say: always read the label of each and every product you use.

Easier said than done, right? In the absence of labeling standards, navigating a product label can get tricky and even we get tongue-tied in INCI language (more on that in a bit). Then, on top of that, often times you have to go beyond the label and do your own research. While frustrating at times, in the end, knowing the truth about your skincare products, is rewarding, not only for your peace of mind, but for your overall health.

LABELING 101

How can I know what ingredients are used when I can't even pronounce them?

When ingredients are listed on packaging, it's required that they be written in the International Nomenclature of Cosmetic Ingredients (INCI) language. It is important to know this, because scary, chemical-sounding words, often times are common, natural ingredients. Take for example Simmondsia Chinensis, Butyrospermum Parkii, and Caprylic/Capric Triglyceride. Simply they are Jojoba Oil, Shea Butter, and Fractionated Coconut Oil, all three very safe and wonderful ingredients.

You can find a list of commonly use ingredients on our website at www.sallybskinyummys.com

Before you buy, do your research.

If you're not familiar with an ingredient, a simple Google search can usually help you find the answer. However, be cautious with your searches as not everyone who has a website or a blog is an expert. We recommend visiting a several different sites during your search, making sure to venture beyond the company who is trying to sell you a product, so you can determine what is the most accurate.

Also, the Environmental Working Group is a fantastic resource for the latest chemical news and product information. They have tested (and are always in the process of testing more) thousands of personal care products and report on their reproductive toxicity, immunotoxicity, and their cancer causing attributes in the Skin Deep Cosmetic Database.

www.ewg.org/skindeep

Be wary of product marketing claims like "natural."

With no labeling regulations, companies are allowed to use words like "natural" in misleading ways. The claim could simply refer to a handful of natural ingredients that are used within a toxic soup of other chemical ingredients. (see page 2 for more info)

Ask questions!

When in doubt, ask questions. We try to be as transparent as possible with our ingredients and product information and are always happy to explain why we use one ingredient over another, the benefits of certain ingredients, etc. The more you question the industry the more pressure there will be to change to healthier ingredients and processes!

Labeling 101: Misleading Marketing Claims

From the clean box design of Apple gadgets to eye catching wine bottle labels to the unique wrapping we get from the creative sellers on Etsy, we're suckers for things wrapped in pretty packaging. However, when it comes to the beauty aisle, no matter how pretty the perfume box or the foundation compact, we are not suckers. You see, cosmetic companies have very few rules when it comes to product packaging, which is great for them – they can cover their labels with marketing claims (true or not), use misleading buzz words, and add as many or as few ingredients as they choose. This is not so great for you.

I took a walk through the beauty aisles of Target as an average consumer. I threw out all I knew about the lack of regulations on the skincare and cosmetic companies, and went on a hunt for healthier products.

Product One: The Nature Claim



What first caught my eye was a beautiful white and green display, which to me, shouted, “natural, clean and fresh.” There, among several different products within this “nature luxe” collection, was a liquid foundation with the tag line, “luxury touched my nature.” Right there on the front of the package it said that the product acted as a sunscreen and was made with silk. Sounded natural enough to me.

This product did list many of its ingredients on the back and many of them did seem non-toxic: cucumber water, titanium dioxide, and jojoba oil. But when I went home and cross referenced it with the EWG's Skin Deep database, I learned that it scored a 9 out of 10 and was labeled as a HIGH health concern for its neurotoxicity, endocrine disruption, bio-accumulation and irritation to the skin, eyes, and/or lungs.

Product 2: The Sensitive Claim



As I walked further down the aisle, I realized that perhaps I needed to find a mineral powder, because I had heard so many people on TV and in magazines saying this natural, mineral makeup was the way to go. I quickly spotted several mineral powders and settled on a loose powder foundation that claimed to be “sensitive skin certified” with sun protection from a “non-chemical sunscreen.” The only ingredient listed on the back was titanium dioxide, which I had recently heard was a safe and natural ingredient for protecting your skin. Perfect.

However, when I checked on this product in the Skin Deep database, I found that it had scored a 7 and was also labeled with HIGH health concerns for its endocrine disruption, bio-accumulation, organ system toxicity, and irritation. Irritation? Wait, didn't it say it was sensitive-skin certified?

The lesson learned is something we've all known for decades: you can never judge a book by its cover. This is so very true with cosmetic and skin care products. There are very few regulations that these companies have to adhere to, so they really are free to tell you what you want to hear. Before my Sally B's days, I guarantee that I would have used all three of these products. Heck, I might HAVE used something very similar.

HOW TO FIND HEALTHY PRODUCTS

- Look for product warnings. If the manufacturer has to warn you to keep out of your eyes or that it's not suitable for children, you might not want to use it all
 - Look beyond the label. Often times compact packaged makeup has limited label space, so they have a “peel here” for more info type of packaging. If you're able to, absolutely “peel here” to read more before buying
 - Look for red flag ingredients, like “fragrance.” While we don't expect anyone to remember all those long, scientific, mumbo-jumbo sounding names, keeping a few handy is always a good idea. If you see one red flag ingredient, you can only assume there are more where that came from.
- If you're not entirely convinced, snap a picture. Most cell phones today have a camera attached, so snap a quick picture of the product or make a note of the name, so you can do more research when you get home.