

**Pravada Clean Beauty Standards:**

Our "Clean Beauty" designation signifies adherence to meticulously curated formulation standards. These guidelines, compiled from industry best practices, aim to minimize the use of ingredients potentially detrimental to health or the environment.

**Current Formulation Criteria:**

The "Formulated Without" roster represents our latest framework, subject to refinement with evolving research. While we strive to eliminate certain substances, complete absence cannot be assured due to the possibility of trace elements. Pravada's commitment is not to certify products as entirely free from these traces, but to ensure proactive partnership with our suppliers for ingredient integrity.

**Quality Assurance:**

We take diligent steps to verify that our formulations and the "Clean Beauty" identifiers are accurate. Pravada is dedicated to transparency; however, we hold no liability for unintentional discrepancies or lapses.

Last Updated: January 1, 2024

<b>Ingredient:</b>	<b>Requirements:</b>	<b>INCI Names (non-exhaustive lists):</b>
Acrylates	Prohibited	Ethyl acrylate, Ethyl methacrylate, Butyl methacrylate, Methyl methacrylate, Hydroxypropyl methacrylate, Tetrahydrofurfuryl methacrylate, Trimethylolpropane trimethacrylate
Aluminum Salts	Prohibited	Aluminum chloride, Aluminum chlorohydrate, Aluminum chlorohydrate, Aluminum chlorohydrate, Aluminum dichlorohydrate, Aluminum sesquichlorohydrate, Aluminum zirconium octachlorohydrate, Aluminum zirconium octachlorohydrate gly, Aluminum zirconium pentachlorohydrate, Aluminum zirconium pentachlorohydrate gly, Aluminum zirconium tetrachlorohydrate, Aluminum zirconium tetrachlorohydrate gly, Aluminum zirconium trichlorohydrate, Aluminum zirconium trichlorohydrate gly tot
Animal Musk's/Fats/Oils	Prohibited (excluding Beeswax, Honey, Lanolin and Carmine)	

<b>Ingredient:</b>	<b>Requirements:</b>	<b>INCI Names (non-exhaustive lists):</b>
Benzophenones and related compounds	Prohibited	
Butoxyethanol	Prohibited	
Butylated hydroxyanisole (BHA)	Prohibited	
Butylated hydroxytoluene (BHT)	Must be 0.1% or less of total formula	
Carbon Black or Black 2	Prohibited	
Coal Tar	Prohibited	Coal tar, Naphtha Multiple, High solvent naphtha, Naphtha distillate, Tar
Ethanolamines	Prohibited	Diethanolamine (DEA), Triethanolamine (TEA), Monoethanolamine (MEA), Ethanolamine (ETA)
Formaldehyde and Formaldehyde-releasing agents	Prohibited	2-bromo-2-nitropropane-1,3-diol, 5-bromo-5-nitro-1,3-dioxane, Benzylhemiformal, Diazolidinyl urea, Dmdm hydantoin, Formaldehyde, Imidazolidinyl urea, Methenamine, Quaternium-15, Sodium hydroxymethylglycinate
Hydroquinone	Prohibited	2-Acetylhydroquinone, Di-t-Butylhydroquinone, Diamylhydroquinone, Hydroquinone, Hydroquinone Safflowerates
Lead and Lead Acetate	Prohibited	
Mercury and Mercury Compounds (Thimerisol)	Prohibited	
Methoxyethanol	Prohibited	
Methyl Cellosolve	Prohibited	
Methylchloroisothiazolinone and Methylisothiazolinone	Prohibited	
Mineral Oil	Prohibited	Mineral Oil, Hydrogenated Mineral Oi

<b>Ingredient:</b>	<b>Requirements:</b>	<b>INCI Names (non-exhaustive lists):</b>
Nanomaterials	<p>Restricted use: Limited usage and requirements for nanomaterials as listed in the Annex of cosmetic European regulation 1223/2009 including:</p> <p>Methylene bis-benzotriazolyl tetramethylbutylphenol (MBBT) – Annex VI, entry 23a, Titanium Dioxide – Annex VI, entry 27a, Tris-biphenyl triazine – Annex VI, entry 29, Zinc Oxide – Annex VI, entry 30a</p>	<p>Methylene bis-benzotriazolyl tetramethylbutylphenol, Titanium Dioxide, Tris-biphenyl triazine , Zinc Oxide</p>
Oxybenzone	Prohibited	
Parabens	Prohibited	
Petrolatum and Paraffin	Restricted use: USP grade only	
Phenoxyethanol	Restricted use: Must be 1% or less of total formula	
Phthalates	Prohibited	
Plastic Microbeads	<p>Restricted use: No insoluble plastic microbeads (any intentionally added 5 mm or less, water insoluble, solid plastic particle used to cleanse or exfoliate) in rinse off products</p>	
Polyacrylamide and Acrylamide	Prohibited	
Resorcinol	Prohibited	
Retinyl Palmitate	Prohibited	
Styrene	Prohibited	<p>Bromostyrene, Dea-styrene/acrylates/dvb copolymer, Sodium styrene/divinylbenzene copolymer, Styrene, Styrene oxide</p>

<b>Ingredient:</b>	<b>Requirements:</b>	<b>INCI Names (non-exhaustive lists):</b>
Sulfates	Prohibited	Sodium Lauryl Sulfate (SLS), Sodium Laureth Sulfate (SLES)
Talc	Restricted use: Only talc with no detection of asbestos according to the raw material specification can be used	
Toluene	Prohibited	2,6-Dihydroxyethylaminotoluene, 4-Amino-2-Hydroxytoluene, 4-Amino-2-Hydroxytoluene Sulfate, 4-Methoxytoluene-2,5-Diamine HCl,, Methylstyrene/Vinyltoluene Copolymer, N,N-Diethyltoluene-2,5-Diamine HCl, Potassium Toluenesulfonate, Sodium Toluenesulfonate, Toluene, Toluene Sulfonic Acid, Toluene-2,5-Diamine, Toluene-2,5-Diamine Sulfate, Toluene-2,6-Diamine, Toluene-3,4-Diamine
Triclosan and Triclocarban	Prohibited	
Undisclosed Synthetic Fragrance	Restricted use: Allowed providing it meets all of the formulated without list criteria, is cruelty-free, as well as the below additional criteria: 1) In skincare, makeup, and hair products only: synthetic fragrances allowed at concentrations below 1% of total formula, 2) In all product categories fragrance (whether a perfume product or “fragrance” or “parfum” listed on the label) is formulated without PTFE/PFOA, Acetaldehyde, Acetonitrile, Methylene chloride, Benzalkonium chloride, Acetone, Ethylenediaminetetraacetic acid (EDTA), and Bisphenol A (BPA).	Acetaldehyde, Acetone, Acetonitrile, Benzalkonium chloride, Bisphenol A (BPA), Ethylenediaminetetraacetic acid (EDTA), Methylene chloride, Polytetrafluoroethylene (PTFE), Perfluorooctanoic acid (PFOA)

<b>Ingredient:</b>	<b>Requirements:</b>	<b>INCI Names (non-exhaustive lists):</b>
1,4 Dioxane	Restricted use: Must comply with the thresholds below in final formulas: 1) 10ppm or less for rinse off products (products meant to be rinsed off, wiped off or removed), 2) 2ppm or less for lip products and 7ppm or less for all other leave on products (products that are meant to remain on the skin)	

<b>Ingredient:</b>	<b>Requirements:</b>	<b>INCI Names (non-exhaustive lists):</b>
Octinoxate	Prohibited	Octinoxate, Octyl methoxycinnamate, Ethylhexyl methoxycinnamate
PFAS compounds	Prohibited	PFASs or PFCs, "perfluor" or "polyfluor" in the ingredient name (e.g. Perfluorooctanoic Acid (PFOA), polytetrafluoroethylene (PTFE))
Nitromusks and Polycyclic Musks	Prohibited	Musk ketone, Hexamethylindanopyran, Acetyl Hexamethyl Tetralin, Acetyl Hexamethyl Indan

<b>Ingredient:</b>	<b>Requirements:</b>	<b>INCI Names (non-exhaustive lists):</b>
Ethoxylated Ingredients (including PEGS or polyethylene glycol).	Restricted use: 1) Allowed if ingredient meets contamination limits for 1'4 Dioxane and ethylene oxide. 2) Ethylene Oxide: less than 2 ppm for lip products and less then 7 ppm for all other products. 3) 1'4 Dioxane: less then 10 ppm in rinse-off products and less then 3 ppm in leave on products.	All ethoxylated ingredients made with ethylene oxide including (and not limited to) Cetareth-20, other ingredients ending in "-eth", polysorbate-20, polysorbate-60, etc., and all PEGS (polyethylene glycol or ingredients with "PEG" in INCI name).
Cyclic Silicones	Prohibited: Cannot be used. Max limit <0.1% as technically unavoidable impurity only (cannot be intentionally added).	Cyclotetrasiloxane or D4, Cyclopentasiloxane or D5, Cyclohexasiloxane or D6, Cyclomethicone

<b>Ingredient:</b>	<b>Requirements:</b>	<b>INCI Names (non-exhaustive lists):</b>
EDTA and derivatives	Restricted use: Allowed if no other technical substitute, if used the max use level is 0.2%, and must be used for chelating only.	EDTA, Ethylenediaminetetraacetic Acid , Disodium EDTA, Calcium Disodium EDTA, Tetrasodium EDTA, Trisodium EDTA