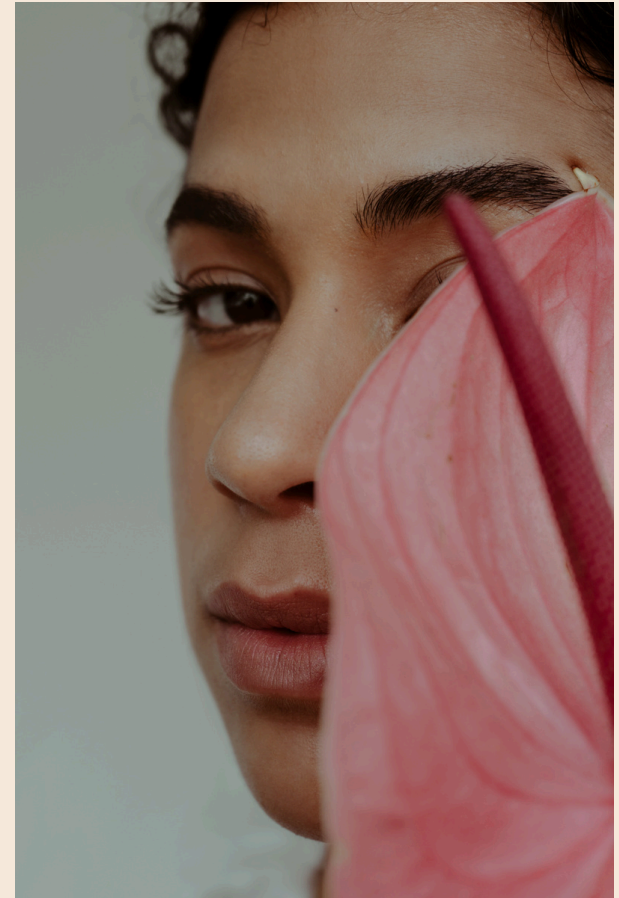




sana.



A Skin Studio Made For You.



# Clean Beauty 101

At Sana, we believe skincare should be results driven without compromising your health and wellbeing.

Our mission is to shift people's relationship with their skin and their products. We stand against toxins and support passionate founders that put your health first and are transparent about what's in their formulas (something that's not required by the law in The United States.)

We don't believe in perfection, but by taking small steps and supporting companies that are doing good, we can start voting with our wallets so one day we won't have to wonder what's hiding in our face cream.

# Clean 101: History

## Green Washing



Due to outdated legislation from 1938, companies are essentially allowed to put nearly any chemical into personal-care products (skincare, makeup, haircare, bodycare ect.) sold in the US, even known carcinogens, without any sort of safety testing and without having to disclose all the chemicals on the labels.

In fact, over 80% of chemicals in personal care products have never been tested for safety. While the E.U has banned over 1600 chemicals from personal care products, the US has only banned 11.

What's worse is that companies are allowed to market their products as "Organic" or "All Natural" even if it's false. This tactic is called "Green washing" and is used by many major corporations.

# Clean 101: Effects

**Green Chemistry**

**Reading Labels**



Each day, the average American woman uses over 15 personal-care products containing more than one hundred chemicals that we ingest, inhale and absorb through our skin.

Overtime, low doses of these chemicals can contribute to hormonal imbalances, infertility, learning disabilities, birth defects and disease.

The good news is that innovative companies are standing against toxins and creating better formulas founded on the principles of “Green Chemistry”, which is the science of designing chemicals and formulas in ways that avoid hazardous substances and effects.

At Sana, clean for us means non-toxic. Clean beauty for us, takes in mind the source of ingredients being used, their potential safety concerns as well as sustainability and ethical practices. That is the Sana way.

# Our NO List



## **Aluminum Chlorohydrate:**

Blocks the sweat ducts, preventing sweat from reaching the skin's surface. Found in antiperspirants and has been linked to neurotoxicity, endocrine disruption, Skin and organ irritation. It is a potential carcinogen and is suspected to bioaccumulate within organs.

## **BHA and BHT:**

A class of preservatives linked to cancer, skin irritation, and hormone disruption. May cause liver, kidney and thyroid problems.

## **Chemical UV Blocks:**

Some have been linked to hormone disruption. Others, like Avobenzone, appear safer but remain understudied. Chemical Sunscreens include Oxybenzone (or Benzophenone-3), Octinoxate (or octyl methoxycinnamate), Octocrylene, Octisalate, Homosalate.

## **Coal Tar:**

Found in anti-dandruff products and shampoos. Linked as a substance capable of causing cancer in living tissue. Look for terms like P-phenylenediamine, Aminophenol, Diaminobenzene.

## **1,4-dioxane:**

A by-product generated by a process called ethoxylation, in which ethylene oxide, is added to other chemicals to make them less harsh. 1,4-Dioxane is a Carcinogen and has been linked to organ toxicity and birth defects. Found in products that sud.

# Our NO List



## **EDTA:**

Ethylenediaminetetraacetic acid, a binding agent added to cosmetics to improve stability. May be toxic to organs and a problem for aquatic life since they don't break down in the environment and have been found in waterways. Found in: hair color, moisturizers.

## **Ethanolamines (MEA/DEA/TEA/ETA):**

Surfactants and pH adjuster linked to allergies, skin toxicity, hormone disruption, and inhibited fetal brain development. These ingredients (including DEA/TEA/MEA/ETA) may be contaminated with chemicals like Nitrosamines, which are linked to cancer. Found in: hair dyes, mascara, foundation, fragrances, sunscreens, dry cleaning solvents, paint, pharmaceuticals.

## **Formaldehyde:**

Used as a preservative in cosmetics. A known carcinogen that is also linked to asthma, neurotoxicity, and developmental toxicity. Present where quaternium-15, DMDM hydantoin, imidazolidinyl urea, diazolidinyl urea, sodium hydroxymethylglycinate, 2-bromo-2-nitropropane-1,3 diol (Bronopol), and several other preservatives are listed. Found in: shampoo, body wash, bubble bath.

## **Hydroquinone:**

A skin-lightening chemical that inhibits the production of melanin and is linked to cancer, organ toxicity, and skin irritation. Found in: skin-lightening creams.

# Our NO List



## **Mercury:**

Preservative substance added to delay decomposition and inhibit spoilage by preventing growth of bacteria, yeast, and/or mold in a product. Linked to neurotoxicity – nervous system damage from overexposure to certain toxins as well as organ and developmental toxicity. Found In mascara and eyeliner. Look for Thimerosal.

## **Methyl cellosolve:**

This ingredient has been banned in the EU; it's a solvent that's used as an additive in perfumes. It can cause skin irritation, cell damage and may cause effects on the central nervous system, blood, bone marrow, kidneys and liver. Look for Methoxyethanol. Found in Anti-aging creams and treatments.

## **Methylisothiazolinone (MIT) & Methylchlorisothiazolinone (CMIT):**

Chemical preservatives that are banned from use in leave-on cosmetic products in the EU and restricted to very small amounts in rinse-off products. They can cause skin allergies and irritation and may be toxic to the nervous system. Found in: shampoo, conditioner, body wash.

## **Mineral Oil:**

By-product of petroleum distillation. Contamination with PAHs which are linked to cancer, skin irritation and contact dermatitis.

# Our NO List



## **Parabens:**

Parabens (methyl-, isobutyl-, propyl- and others), are a class of preservatives commonly used to prevent the growth of bacteria and mold. Parabens are endocrine (or hormone) disruptors, which may alter important hormone mechanisms in our bodies. Found in: shampoo, face cleanser, body wash, body lotion, foundation.

## **Perfluorinated compound (PFASs or PFCs)**

There are 3000 Highly Fluorinated Compounds used in many different types of products because of their oil-, stain-, and water-repellent properties. Compounds in this category do not break down in the environment, and many have been linked to a variety of health issues including cancer, hormone disruption, liver toxicity, and obesity. Avoid products with “perfluor” or “polyfluor” as part of the ingredient.

## **Phthalates:**

Phthalates (DBP, DEHP, DEP and others) are a class of plasticizing chemicals used to make products more pliable or to make fragrances stick to skin. Phthalates disrupt the endocrine system and may cause birth defects. Certain phthalates appear on product labels, but most typically remain unlisted, hiding under the term “fragrance.”

## **Polyethylene glycol (PEG compounds):**

PEGs are widely used in cosmetics as thickeners, solvents, softeners, and moisture-carriers. Depending on manufacturing processes, PEGs may be contaminated with measurable amounts of ethylene oxide and 1,4-dioxane, which are both carcinogens. Found in: creams, sunscreen, shampoo.



# Our NO List



## **Propanol:**

Works as a pH adjuster and ingredient stabilizer. It is a known Carcinogen and has been linked to reproductive harm and organ toxicity.

## **Resorcinol:**

Usually used in hair dyes, it's linked to a host of issues including allergies, irritation, and hormone disruption.

## **Sodium Lauryl Sulfate and Sodium Laureth Sulfate:**

SLS and SLES are surfactants that can cause skin irritation or trigger allergies. SLES is often contaminated with 1,4-dioxane, a byproduct of a petrochemical process called ethoxylation, which is used to process other chemicals in order to make them less harsh. Found in: shampoo, body wash, bubble bath.

## **Toluene:**

A volatile petrochemical solvent that is toxic to the immune system and can cause birth defects. It has been linked to blood, brain and reproductive cancer. Found in hair dye and nail polish. Look for Toluol, Benzene, Methylbenzene, Phenylmethane.

## **Triclosan:**

Antimicrobial pesticides toxic to the aquatic environment; may also impact human reproductive systems. Found in: liquid soap, soap bars, toothpaste. Look for "Microban".

# Ingredients You Might Be Wondering About



## **Synthetic Fragrance:\***

An engineered scent or flavoring agent may contain any combination of 3,000-plus stock chemical ingredients, including hormone disruptors and allergens. Fragrance formulas are protected under federal law's classification of trade secrets and therefore can remain undisclosed. Found in: all types of cosmetics.

At Sana, we prefer natural fragrances over synthetic fragrances. We do allow synthetic fragrances if their ingredients are disclosed and abide by our standards.

## **Phenoxyethanol**

Despite being a "controversial" ingredient, phenoxyethanol has a similar safety profile to—or even better than—other commonly used preservatives. Preservatives are necessary to kill/prevent the growth of microbes in any product which contains water, so they are not a "nice to have" type of ingredient, they are a "must have." The SCCS considers 2-phenoxyethanol safe for use as a preservative with a maximum concentration of 1.0%—the maximum amount used in products sold at Sana.

## **Retinyl Palmitate**

As a retinoid, this ingredient may increase sun sensitivity when applied to skin and worn into direct sunlight. However, Retinyl Palmitate is likely of little concern in night creams.