

# THE DIRTY SIX

*6 INGREDIENTS YOU DON'T WANT IN YOUR COSMETICS  
AND HOME CARE PRODUCTS*



**EQUACARE**

## ***NO, NOPE, NEVER*** ***TYPES OF INGREDIENTS***

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For years big players of the cosmetics industry have been prioritizing profit over the potential risks for the planet or our body. Because of this, while looking carefully on the often hidden ingredients list, we can see that very often, those beauty products aren't that good looking after all.

U.S. researchers report that one in eight of the 82,000 ingredients used in personal care products are industrial chemicals. Including carcinogens, pesticides, reproductive toxins, and hormone disruptors. We put these on our skin everyday, our children's skin and all over the house without thinking that they can be harmful for us and for the planet.

We've created our products with the desire to change this. Because of the significant impact, we believe that clean, natural and sustainable products should be a must not a luxury. That's why we gave ourselves the objective of taking DIRTY out of cosmetics. By that, we meant that you definitely won't find the DIRTY SIX list of ingredients that are harmful to the environment and for our bodies.

What are they? Learn below about 6 commonly used ingredients in cosmetics that you should avoid, based on health or ecological reasons.

*NO, NOPE, NEVER*  
*TYPES OF INGREDIENTS*

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# THE DIRTY 6 INGREDIENTS YOU SHOULD AVOID

*(AND NO WAY TO WILL EVER BE FOUND  
IN EQUA CARE'S PRODUCTS)*

Silicone  
Parabens  
Formaldehyde  
Synthetic dyes  
Polyethylene glycols (PEGs)  
Mineral oil

# SILICONES

*RECOGNISED ON INGREDIENTS LIST AS:*

**Dimethicone, Methicone, Trimethicone, Cyclomethicone, Amodimethicone, Trimethylsilylamodimethicone, Cyclopentasiloxane, Dimethiconol.**

*WHAT IS IT?*

A wide group of synthetically made ingredients, commonly used in shampoos, body washes and moisturizers.

*WHAT IT DOES*

Most silicones help provide a unique powdery and dry skin feel to the products. They help reduce the greasy feel of heavy oils after application.

*WHY DON'T WE USE IT?*

Silicones are perfectly safe for skin, however they are **not friendly to our environment**. Silicones are basically plastic so they don't degrade in nature. After we wash them off (for example when using them in a body wash), they will remain in the environment for centuries. Because they are not biodegradable, they pose a risk for the environment and are likely to accumulate in aquatic organisms. We believe our products are just as nice to use without silicones!

# PARABENS

*RECOGNISED ON INGREDIENTS LIST AS:*

**Methylparaben, Ethylparaben, Propylparaben, Butylparaben, Heptylparaben, Isobutylparaben, Isopropylparaben and Benzylparaben.**

*WHAT IS IT?*

Parabens are a group of several different molecules that are commonly used as preservatives in cosmetics.

*WHAT IT DOES*

They prevent the growth and reproduction of various microorganisms - bacteria, molds and yeasts.

*WHY DON'T WE USE IT?*

Some scientific studies found out certain parabens can affect levels of female hormone and thus have the potential to impact female reproductive health. When it comes to protecting our products from microbial contamination, there are safer alternatives to use such as Sodium benzoate. It is often used as food preservatives, which means that it is completely nontoxic for a regular usage.

# FORMALDEHYDE

*RECOGNISED ON INGREDIENTS LIST AS:*

**Imidazolidinyl urea, DMDM hydantoin, Diazolidinyl urea, Methenamine, Quaternium-15.**

*WHAT IS IT?*

Formaldehyde is a molecule that is released by certain cosmetic preservatives.

*WHAT IT DOES*

Once the preservative releases formaldehyde, it creates an antimicrobial environment that prevents microorganisms from growing in the product.

*WHY DON'T WE USE IT?*

Released formaldehyde is a potential allergen and irritant, especially for sensitive skin. For this reason, we prefer not to use formaldehyde-releasing preservatives and rather choose a milder and non-irritating option such as Potassium sorbate.



# SYNTHETIC DYES

*RECOGNISED ON INGREDIENTS LIST AS:*

**Orange 5 (CI 45370), Orange 5 Lake (CI 45370), Red 4 (CI 14700), Red 6 (CI 15850), Red 6 Lake (CI 15850), Red 7 Lake (CI 15850), Red 21 (CI 45380), Red 21 Lake (CI 45380), Red 27 (CI 45410), Red 27 Lake (CI 45410), Red 30 Lake (CI 73360), Red 33 Lake (CI 17200), Blue 1 Lake (CI 42090), Blue 2 (CI 73015), Green 3 (CI 42053), Yellow 5 Lake (CI 19140), Yellow 6 Lake (CI 15985).**

*WHAT IS IT?*

Many different synthetically made compounds with various different colours.

*WHAT IT DOES*

Well, colorants make the products look nicer, more appealing. And that's really all they do.

*WHY DON'T WE USE IT?*

Since the colorants only function as an aesthetic additive, making the product look colourful, we strongly believe they are not necessary, especially since many of them can be skin irritants.

# POLYETHYLENE GLYCOLS (PEGS)

## *RECOGNISED ON INGREDIENTS LIST AS:*

Ingredient names starting with **PEG** eg **PEG-100 Stearate** or **Polysorbate, eg Polysorbate 20.**

## *WHAT IS IT?*

Petroleum based ingredients used as surfactants, moisturizers and penetration enhancers.

## *WHAT IT DOES*

PEGs carry a wide variety of functions in cosmetic products. They are surfactants in shampoos and body washes), moisturizers in body lotions and facial creams and emulsifiers in various creams.

## *WHY DON'T WE USE IT?*

PEGs make it easier for other undesirable ingredients in your skincare products to penetrate deep into your skin. PEGs have the potential to disrupt the skin's natural moisture balance, thus altering the surface tension of the skin. PEGs often come contaminated with toxic impurities. Examples of these impurities are ethylene oxide and 1,4-dioxane. Studies have shown exposure to high concentrations of 1,4-dioxane may cause eye, skin, and respiratory irritation, nervous system effects, and liver and kidney toxicity.



# MINERAL OIL

*RECOGNISED ON INGREDIENTS LIST AS:*

**Paraffinum liquidum, Paraffinum, Cera microcristallina, Petrolatum, Mineral oil or Paraffin waxes.**

*WHAT IS IT?*

Mineral oil is a byproduct of refining crude oil to make gasoline and other petroleum products.

*WHAT IT DOES*

It is very inexpensive, has a long shelf life and it is also quite an effective emollient. Due to these advantages to the cosmetic industry it is very widely used in skincare products for example in body lotions, facial creams and lipsticks or lip balms.

*WHY DON'T WE USE IT?*

Even though you can find many myths about it on the internet, usually stating mineral oil clogs pores or doesn't let the skin breathe, they are not true. The real problem with mineral oil is slightly more complicated. Mineral oils are a mixture of complex hydrocarbons composed of mineral oil saturated hydrocarbons (MOSH) and mineral oil aromatic hydrocarbons (MOAH). It has been proven that if MOSH are absorbed by the body, they are stored in various organs and may cause damage to the liver and lymph nodes. MOAH are potentially carcinogenic and are prohibited in food substances by the European Food Safety Authority. Cosmetic-grade mineral oils are supposed to be highly purified and have all of the MOAH removed from them, so they only contain MOSH. Sadly, tests have shown that that's not always the case. This issue is only problematic in lip care products, because some of the products get ingested through the mouth. Otherwise, mineral oils are not absorbed by the skin.

*INTERESTED IN HELPING US ON OUR MISSION  
OF TAKING DIRTY OUT OF COSMETICS?*

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and start the conversion with us !

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