

APUREE® CLEAN STANDARDS

[VIEW THE PURE⁶ BANNED INGREDIENTS LIST](#)

Pure⁶ | The Ultimate Standard of Purity

Our Promise: The pinnacle of purity. To provide the absolute highest level of safety and complete peace of mind for the most delicate body systems.

Banned Ingredients: 55+

What It Means For You: This is our solemn promise to the most vulnerable individuals—including expectant mothers and users with extremely sensitive skin. We ban all ingredients from the other tiers and go even further, excluding cyclic silicones, all synthetic colorants and dyes, petrolatum, and any ingredients on the European Union's "Substances of Very High Concern" (SVHC) list. Products at this level are formulated with over 99% ingredients of natural origin and are designed to meet the stringent standards of third-party assessors like the USDA and the Environmental Working Group (EWG).

Applicable Product Lines:

- Prorevive™ Series: Premium 100% Natural Cuticle Oils & Serums
- BioNailish™ Series : 100% Botanical-Origin Hand & Foot Care

Apuree® Clean Standards

At Apuree, "clean" is not just a label; it's our founding principle. We believe in ultimate transparency and are dedicated to empowering our community, allowing every consumer to make the safest and most informed choices for their health.

Today's beauty industry is filled with confusing claims, and we are committed to providing absolute clarity.

Therefore, we created The Apuree Clean Standards, the industry's first tiered ingredient standard designed to define the future of 'nail care that is safe for all.' This system goes beyond the conventional "X-Free" concept, offering you a clear, layered guide to understand the purity and safety of each of our products. This is our unwavering commitment to you: ensuring absolute safety without sacrificing performance or beauty.

What do we mean by Clean Nail?

Apuree®: Redefining "Clean" Nail System: 6A+ Level

which means scrutinizing Natural & Organic Ingredient sources, along with No-Harm nails process, sustainability, transparent labeling, cruelty-free, diversity & inclusivity.

We advocate for greater transparency and accessible information in a supply chain often clouded by vague marketing claims.

Pure⁶ | 55+ Banned Ingredients

The Pure⁶ Banned Ingredients List

1,4-Dioxane What it is: A contaminant that can be found in certain cosmetic ingredients. Why it's banned: It is a probable human carcinogen and a known environmental toxin.	2,4-Dinitrotoluene What it is: An industrial chemical. Why it's banned: A potential carcinogen and developmental toxicant.
4-Nitro-m-Phenylenediamine What it is: A synthetic hair dye ingredient. Why it's banned: A strong skin sensitizer and has been linked to mutagenic effects.	Acetone What it is: A powerful solvent used to remove nail polish. Why it's banned: It is extremely drying to the nails, cuticles, and skin.
Aminomethyl Propanol What it is: A pH adjuster. Why it's banned: Can be contaminated with nitrosamines, which are potential carcinogens, and can cause skin irritation.	Animal Products or Derivatives What it is: Any ingredient sourced from animals, such as carmine or lanolin. Why it's banned: To uphold our commitment to being 100% vegan and cruelty-free.
Antimony & Antimony Compounds What it is: A heavy metal that can appear as an impurity in colorants. Why it's banned: It is considered a potential carcinogen and can cause organ system toxicity.	Arsenic & Arsenic Compounds What it is: A highly toxic heavy metal. Why it's banned: It is a known human carcinogen.
Benzene What it is: A volatile organic compound derived from petroleum. Why it's banned: It is a known human carcinogen and can cause severe damage to bone marrow.	Benzyl Butyl Phthalate (BBP) What it is: A phthalate used as a plasticizer. Why it's banned: It is a known endocrine disruptor with reproductive toxicity.

Benzylidene Acetone What it is: A fragrance ingredient. Why it's banned: A potent skin sensitizer, prohibited in cosmetics by the EU.	BHA (Butylated Hydroxyanisole) What it is: A synthetic antioxidant used as a preservative. Why it's banned: It is a potential carcinogen and endocrine disruptor.
Bisphenol A (BPA) What it is: A chemical used to make certain plastics. Why it's banned: It is a potent endocrine disruptor that can leach from packaging into formulas.	Butanone (Methyl Ethyl Ketone) What it is: A solvent similar to acetone. Why it's banned: It can cause irritation to the eyes, skin, and respiratory system.
Cadmium & Cadmium Compounds What it is: A toxic heavy metal sometimes found in pigments. Why it's banned: It is a known carcinogen and can cause damage to the kidneys and bones.	Camphor What it is: An ingredient formerly used as a plasticizer in nail polish. Why it's banned: In large doses, it can be toxic and cause skin allergies.
Chemical Sunscreens (Oxybenzone, etc.) What it is: UV filters like Oxybenzone and Octinoxate. Why it's banned: They are potential endocrine disruptors and are harmful to coral reefs and aquatic ecosystems.	Chloral Hydrate What it is: A chemical compound. Why it's banned: It is a toxic substance prohibited for use in cosmetics by major regulatory bodies.
Chloroform What it is: A volatile organic compound used as a solvent. Why it's banned: It is classified as a probable human carcinogen and is toxic.	Coal Tar Dyes What it is: Colorants derived from petroleum. Why it's banned: Can be contaminated with heavy metals and are linked to cancer.
Cyclic Silicones (D4, D5, D6) What it is: A class of silicones used to give products a smooth, silky feel. Why it's banned: They are potential endocrine disruptors and are persistent in the environment, harming aquatic life.	Di-HEMA TMHDC What it is: A larger methacrylate monomer also used for adhesion and durability in gel products. Why it's banned: Like HEMA, it is a known skin sensitizer that can cause allergic reactions upon contact.
Dibutyl Phthalate (DBP) What it is: A phthalate used as a plasticizer. Why it's banned: An endocrine disruptor linked to developmental and reproductive issues.	Diethylhexyl Phthalate (DEHP) What it is: A commonly used phthalate plasticizer. Why it's banned: Known carcinogen and endocrine disruptor with significant reproductive toxicity.
Diisoamyl/Di-n-Pentyl Phthalate What it is: A phthalate used as a plasticizer. Why it's banned: It is an endocrine disruptor with potential reproductive toxicity.	EDTA What it is: A chelating agent that helps stabilize formulas. Why it's banned: It does not biodegrade and is toxic to aquatic ecosystems.
Ethanolamines (DEA/TEA/MEA/ETA) What it is: Surfactants and pH adjusters. Why it's banned: They can be contaminated with cancer-linked nitrosamines and cause skin irritation.	Ethylene Oxide What it is: A sterilizing agent and a chemical precursor. Why it's banned: It is a known human carcinogen and a respiratory irritant.
Ethyl Tosylamide What it is: A plasticizer used to make polish films durable. Why it's banned: It has been restricted in Europe due to concerns over antibiotic resistance.	Formaldehyde What it is: A harsh chemical historically used as a preservative and nail hardener. Why it's banned: It is a known human carcinogen and a potent skin, eye, and respiratory irritant.
Formaldehyde Resin What it is: A polymer derived from formaldehyde, used to add shine and durability. Why it's banned: It is a common skin allergen that can cause contact dermatitis.	HEMA (2-hydroxyethyl methacrylate) What it is: A monomer that forms strong bonds, giving gel polish its longevity. Why it's banned: It is a major allergen that can penetrate the skin and trigger severe allergic contact dermatitis.
Hydroquinone What it is: A skin-lightening agent sometimes found in nail adhesives or treatments. Why it's banned: Restricted in many countries due to potential carcinogenic effects.	Lead What it is: A heavy metal that can appear as an impurity in colorants. Why it's banned: It is a known neurotoxin that is harmful even at very low levels.
Mercury & Mercury Compounds What it is: A highly toxic heavy metal. Why it's banned: It is a neurotoxin that can damage the nervous system, kidneys, and brain.	Methanol What it is: A toxic alcohol used industrially as a solvent. Why it's banned: It is toxic when absorbed or inhaled and can cause damage to the optic nerve.

Methyldibromo Glutaronitrile

What it is: A preservative.

Why it's banned: A potent allergen causing high rates of contact dermatitis, leading to its ban in the EU.

Methylene Glycol

What it is: A chemical that releases formaldehyde when heated.

Why it's banned: It is a formaldehyde-releaser and carries the same risks as formaldehyde.

Mineral Oil (unless highly refined)

What it is: A byproduct of petroleum distillation.

Why it's banned: If not properly refined, it can be contaminated with carcinogenic polycyclic aromatic hydrocarbons (PAHs).

Musk Ambrette

What it is: A synthetic musk fragrance.

Why it's banned: It can cause photosensitivity and has shown neurotoxic effects.

Nitromusks & Polycyclic Musks

What it is: Classes of synthetic fragrances.

Why it's banned: They can build up in the body and the environment and are linked to hormone disruption.

p-Nitrochlorobenzene

What it is: An industrial chemical.

Why it's banned: Highly toxic and prohibited for use in cosmetics.

Paraffin

What it is: A petroleum-derived wax used in some nail treatments.

Why it's banned: From a non-renewable source and may be contaminated with toxic impurities.

Parabens

What it is: A class of widely used preservatives in cosmetics.

Why it's banned: They are potential endocrine disruptors that can interfere with the body's hormone systems.

Per- and Polyfluoroalkyl Substances (PFAS)

What it is: A large class of "forever chemicals" used for their water- and stain-resistant properties.

Why it's banned: They are extremely persistent in the environment and are linked to cancer and immune system harm.

Petrolatum (unless highly refined)

What it is: A semi-solid mixture of hydrocarbons from petroleum.

Why it's banned: Risk of contamination with carcinogenic polycyclic aromatic hydrocarbons (PAHs).

Polyethylene Glycols (PEGs)

What it is: Petroleum-based compounds used as thickeners and softeners.

Why it's banned: They can be contaminated with carcinogenic impurities like 1,4-dioxane and ethylene oxide.

Propylene Glycol (PPGs)

What it is: A synthetic liquid substance that absorbs water.

Why it's banned: It can cause skin irritation and sensitization, especially for sensitive skin.

Resorcinol

What it is: A chemical commonly used in hair dyes and acne treatments.

Why it's banned: It is a skin irritant, potential endocrine disruptor, and can alter thyroid function.

Styrene

What it is: A liquid synthetic chemical used to make plastics and resins.

Why it's banned: It is classified as a potential carcinogen and can cause irritation.

Talc (unless asbestos-free)

What it is: A mineral used to absorb moisture.

Why it's banned: If not certified asbestos-free, it can be contaminated with asbestos, a known carcinogen.

Toluene

What it is: An industrial solvent used to create a smooth finish in nail polish.

Why it's banned: It can affect the nervous system, cause dizziness, and is linked to developmental toxicity.

TPO (Trimethylbenzoyl diphenylphosphine oxide)

What it is: A photoinitiator that helps cure gel polish under UV/LED light.

Why it's banned: It is a potent skin sensitizer and a common cause of allergic reactions to gel products.

Triclosan

What it is: An antibacterial agent and preservative.

Why it's banned: It is a potential endocrine disruptor and has negative impacts on aquatic environments.

Triphenyl Phosphate (TPHP)

What it is: An ingredient used as a plasticizer to make polish flexible.

Why it's banned: It is a potential endocrine disruptor.

Xylene

What it is: A solvent that prevents polish from getting clumpy.

Why it's banned: It can cause irritation to the skin, eyes, and respiratory tract with exposure.