



PURAS CLEAN STANDARDS POCKET GUIDE

DID YOU KNOW

60% of personal care and household products we use contain endocrine disrupting chemicals (EDC) which disrupts hormones, increase cancer risks, disturbance in immune, nervous & reproduction system.

Skin care and personal care products in the market are made with over 80,000 chemical ingredients. Some of which are potentially linked to cancer, damage to the reproductive system, disrupt the endocrine system, or internal system over a prolonged and repeated usage. Our skin absorbs 60% of what we apply. These harmful ingredients can migrate into our bodies, and blood streams through transdermal action, therefore causing harm to our bodies and health.

TOP 10 TOXIC Ingredients To Avoid In Skincare & Personal Care Products

1. DMDM HYDANTOIN & UREA (IMIDAZOLIDINYL & FORMALDEHYDE)

Commonly found in:
Skincare products, shampoo, body wash, hair gel

Side effects:
i) Eye, nose, throat irritation ii) Cancer
iii) Reproductive, Developmental and Immunological toxicity

2. SODIUM LAURYL SULFATE (SLS) SODIUM LAURETH SULFATE (SLES) AMMONIUM LAURYL SULFATE (ALS)

Commonly found in:
i) Face cleansers ii) Hair care products
iii) Body wash iv) Soap

Side effects:
i) Skin irritation ii) Damage central nervous system
iii) Cancer

3. PARABENS (METHYL PARABEN, ETHYL PARABEN, EROPHL PARABEN, ISOBUTYL PARABEN)

Commonly found in:
i) Skin care products ii) Deodorant

Side effects:
i) Disrupts hormones ii) Breast cancer

4. MINERAL OIL (PARAFFIN, PARAFFIN OIL, PARAFFINUM LIQUIDUM)

Commonly found in:
i) Baby oil ii) Vaseline iii) Body lotion & cream,
iv) Hair products

Side effects:
i) Impede skin breathing ii) Premature aging
iii) Related skin disorders

5. SYNTHETIC PARFUM / FRAGRANCE

Commonly found in:
All cosmetics, personal care and household items

Side effects:
i) Disrupts hormones ii) Headaches & dizziness
iii) Skin rashes & irritation

6. PHTHALATES

Commonly found in:
i) Most skincare and personal care products
ii) Household cleaners

Side effects:
i) Endocrine disruptors
ii) Damage to kidney, liver and lungs

7. COCAMIDE (DEA, TEA, MEA)

Commonly found in:
i) Bath soaps ii) Hand wash,
iii) Body wash iv) Shampoo

Side effects:
i) Disrupts hormones ii) Nervous system disorder
iii) Cancer

8. METHYLCHLOROISOTHIAZOLINONE & METHYLISOTHIAZOLINONE

Commonly found in:
i) Hand Soap ii) Body Lotion
iii) Moisturiser

Side effects:
i) Allergic
ii) Neurotoxic

9. HYDROQUINONE

Commonly found in:
i) Skin care products
ii) Hair shampoo & conditioner

Side effects:
i) Skin rashes ii) Face swelling
iii) Permanent skin discolouration

10. TRICLOSAN

Commonly found in:
i) Skin care products ii) Toothpaste/mouthwash
iii) Detergents

Side effects:
i) Disrupts hormones ii) Weakening immune system
iii) Allergies, asthma and eczema