

BIINAD BEAUTY STANDARDS

Feel safe knowing Cheekbone Beauty products are created without harmful or controversial ingredients.

- × Animal derived ingredients
- × Sulfates – SLS + SLES
- × Parabens
- × Formaldehydes
- × Formaldehyde-releasing agents
- × Phthalates
- × Mineral Oil
- × Retinyl Palmitate
- × Oxybenzone
- × Coal Tar
- × Hydroquinone
- × Triclosan and Triclocarban
- × Aluminum salts + Aluminum Powder
- × Benzophenone + Related Compounds
- × Butoxyethanol
- × Carbon Black
- × Lead/Lead Acetate
- × Methyl Cellosolve + Methoxyethanol
- × Methylchloroisothiazolinone and Methylisothiazolinone
- × Mercury + Mercury Compounds
- × Insoluble Plastic Microbeads
- × Resorcinol
- × Talc*
- × Toluene
- × BHA
- × BHT (under 0.1% is ok)
- × Ethanolamines DEA/TEA/MEA/ETA
- × Nanoparticles as defined by EU
- × Cyclic Silicones – Cyclotetrasiloxane, Cyclopentasiloxane, Cyclohexasiloxane and Cyclomethicone
- × Perfluorinated Compounds
- × EDTA
- × PEGs
- × Propylene Glycol
- × Nitromusk and Polycyclic Musk
- × Petrolatum and Paraffin (USP grade is ok, absence of Polyaromatic Hydrocarbon-PAH)
- × Phenoxyethanol (under 1% is ok)
- × Polyacrylamide and Acrylamide
- × Undisclosed Synthetic Fragrances (synthetic fragrances allowable at concentrations below 1% of total formula," and without the following: PTFE/PFOA, Styrene, Polyacrylamide / acrylamide, Acetaldehyde, Acetonitrile, Methylene chloride, Animal fats, oils, and musks, Benzalkonium chloride, Toluene, Resorcinol, Acetone, Butoxyethanol, Ethylenediaminetetraacetic acid, Methyl cellosolve, Methylisothiazolinone / methylchloroisothiazolinone, Mercury and mercury compounds (thimerosal), and Bisphenol A (BPA).")
- × Acrylates (specific to Ethyl Acrylate, Ethyl Methacrylate, Methyl Methacrylate, Butyl Methacrylate, Hydroxypropyl Methacrylate, Tetrahydrofurfuryl Methacrylate, Trimethylolpropane Trimethacrylate)
- × Styrene (specific to Bromostyrene, DEA-styrene/Acrylates/DVB Copolymer, Sodium Styrene/Divinylbenzene Copolymer, Styrene Oxide, Styrene)
- × 1,4-Dioxane in the final formula should be <2ppm
- × Animal tested ingredients

* All talc used in Cheekbone Beauty products is certified asbestos free and used only as an ingredient in pigments.