



THE PLUS FACTOR: WE'RE PREDICTING A CLEAN BEAUTY REVOLUTION



GOOD LOOKS
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LAPIDOS, AUGUST
8, 2016



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There's no governmental task force making sure ingredients used in beauty products are safe

A [study](#) done in August of last year by Harris Poll (and commissioned by beauty brand Kari Gran) found that nearly 60 percent of over 1,100 women read beauty product ingredient labels prior to purchase, and 54 percent of women claim it's important for their skin-care products to be all-natural.

<http://www.wellandgood.com/good-looks/clean-beauty-revolution-personal-care-act/>