

A HEALTHY ALTERNATIVE TO TRADITIONAL LIPSTICKS

DECODING LIPSTICKS
FOR THE HEALTHY WOMAN



CIVILIZED
COSMETICS





As a busy woman on the go, you probably haven't had much time to ponder the early history of the vibrant red or nude color you smooth on your lips each day, or even what your lipstick is made from for that matter.

Hey we get it! Work days never seem to end, and sitting down to read is more of a luxury now than it ever was before.

As a green beauty advocate though, whether new or seasoned, if you're reading this right now, you've made a conscious decision to avoid synthetic ingredients found in conventional lipsticks, and rather opted for our all natural alternative lip suedes. So, before we continue, we'd like to extend gratitude your way and thank you for supporting our [mission](#).

No matter where you are in your green beauty journey, we stand by the old adage that **knowledge is power**. But, going further than that, it's what you do with that power that truly makes a difference and allows you to empower those in your inner circle.

With that in mind, we've put together this handy, quick read guide to decoding lipsticks you can use to further your knowledge about toxins in conventional lipsticks, how to avoid them, and why our lip suedes make for a much healthier alternative.

BUT FIRST, LET'S TAKE A TRIP DOWN LIPSTICK LANE...

A MINI HISTORY LESSON: HOW LIPSTICK FIRST CAME TO BE

While the first lipstick was only manufactured in 1884, by Guerlain (a French cosmetic company), color on the lips was popular **long** before that!

The first lip color was likely invented roughly 5000 years ago by Sumerian men and women who crushed gemstones and used them to adorn their faces, especially around the eyes and on the lips. Mayan women also wore lipstick in the 13th century.

Cleopatra, the fabled Queen of the Nile, and one of the most well-known ancient Egyptians, had quite a unique beauty routine, with one of her most popular beauty rituals involving bathing in milk to achieve silky soft and radiant skin. What



you may not know, however, is that she also created color for her lips by crushing bugs or using fruit and plant juices. The result was a desirable red lip that has carried on over the centuries.

While we're certainly glad we don't have to create our own bright and creamy concoctions, we rely too heavily on large companies to do the job, without paying attention to ingredients used, and this is a big mistake.



RED 22

METHYLPARABEN

ACETATE

PROPYLPARABEN

JUST FOR GOOD MEASURE, HERE ARE THE TOP 5 TOXINS FOUND IN LIPSTICK

1. PHTHALATES

This nasty group of industrial chemicals is used in various cosmetic products for different reasons, but in lipstick it's used to create a slippery, silky feel on the lips.

Pthalates are usually used as solvents (dissolving agents) for other materials with one of its most popular uses being to soften plastic to make it more pliable.

Why, oh why, would you want to use a product on your lips that contains this ingredient? The reason is simple. Most of us simply don't know any better.

Pthalates can damage the kidneys, liver, lungs and reproductive system, particularly the developing testes.

2. ARTIFICIAL COLORS

While you may not see "lead" listed on the label, it usually hides behind "artificial colors" on the label, because artificial colors often contain this heavy metal.

On the label of your lipstick, check for "FD&C" followed by the color and number which means the FDA (Food and Drug Administration) has approved the synthetic colorants used and deemed it safe for drugs, food, and cosmetics. This doesn't mean anything though!

Artificial colors are usually produced from coal-tar derivatives or refined petroleum oil. Not only can these synthetics cause skin reactions, they can affect your physical and mental health as well. A few side-effects include mood swings, hormonal disruptions, allergies, reproductive disorders and even an increased risk of cancer!

3. ARTIFICIAL FRAGRANCE

We've all tried a lipstick that smells like bubble gum or candy floss and thought it's the best thing ever, that is until we learn how exactly it achieved its sugary sweet fragrance.

Often listed on the label as "fragrance", "parfum" or "natural fragrance," synthetic fragrances can disrupt the endocrine system and even contribute to cancer.



WHAT MAKES CIVILIZED COSMETICS' LIP SUEDES A HEALTHY ALTERNATIVE?

Red Dye #22 may have been a star in your previous lipstick, but you'll soon realize you never even needed it in your life. With intense fruit pigments derived from elderberry and other fruits, looking at the swatches below you'd never have guessed you don't need chemical colors to make your lips pop!

Aside from the gorgeous never-fade color, your lips won't suffer from the same dryness often a cause from chemicals in drugstore lipsticks. With a little help from healing antioxidants and vitamins, our matte suedes have been formulated to give you a nourishing lip treatment all day long.

"DUE TO SENSITIVE AND DRY SKIN FINDING THE RIGHT LIPSTICK FOR ME IS VERY DIFFICULT! I LOVE THIS PRODUCT BECAUSE THE COLOR LAST LONG AND BECAUSE IT'S VEGAN IT DOESN'T IRRITATE MY SKIN. THE NATURAL INGREDIENTS ARE ALSO STILL VERY PIGMENTED UNLIKE OTHER BRANDS; CIVILIZED COSMETICS WORKS WELL ON ALL SKIN TONES, MY FAVORITE IS BLOOD ORANGE:)"
- KIARA TAVERAS



4. MINERAL OIL

Responsible for providing the skin-barrier effect that's often advertised as "wrinkle prevention," mineral oils are... surprise, surprise, terrible news for your health!

Derived from crude-oil, the contaminants build up in the body overtime and this exposure can contribute to and even exacerbate hormonal imbalances.

5. SYNTHETIC PRESERVATIVES

Used in many lipsticks and other beauty products, Methylparaben is a preservative that has actually been banned for use in the European Union. Deemed to be a possible endocrine disruptor and toxic in many other ways, it's no wonder this synthetic preservative is given a "med hazard" rating on The Cosmetics Database.

OUR UNIVERSAL & ON-TREND MATTE COLORS SUIT EVERY SKIN TONE WHILE NOURISHING THE LIPS

Since our launch in the summer of 2017, our fruit pigmented lip suedes have been raved about by our customers, with many of them already replacing their old go-to's with a new shade from our collection.

Formulated with absolute care for your health, the environment, and of course being 100% cruelty free, our vegan lip

suedes come in six different shades to suit all skin tones and personalities!

You'll find a new signature red in Candy Apple, feel empowered in Black Berry, and Nude Blush will compliment your everyday beauty. That's not all of course! You can also complete your high fashion look in Spiced Chai, Peony Pink, and Blood Orange.



SPICED CHAI

Soft Warm Beige



CANDY APPLE

Bold True Red



BLOOD ORANGE

Vivid Fiery Orange



PEONY PINK

Bright Rosy Pink



BLACK BERRY

Deep Cool Berry



NUDE BLUSH

Soft Pink Beige

"I ONLY BELIEVE IN TWO SHADES OF LIPSTICK - RED AND NUDE. I ALSO ONLY LIKE MY LIPSTICKS MATTE AND LONG LASTING. AS A RESULT, EVEN THOUGH MOST OF MY MAKEUP AND SKINCARE IS NON-TOXIC, I HAVEN'T BEEN ABLE TO GET ONBOARD WITH LIPSTICK BECAUSE IT IS JUST SOOOO HARD TO FIND A MATTE LONGWEAR LIPSTICK THAT DOESN'T USE TOXINS - IT'S VERY HARD TO FORMULATE (I WORK IN BEAUTY SO I UNDERSTAND). CIVILIZED COSMETICS SEEMS TO HAVE THE NAIL ON THE HEAD WITH THIS! I HAD A MEAL WITH IT AND WAS IMPRESSED WITH HOW MUCH OF THE LIPSTICK WAS STILL ON (I PURCHASED CANDY APPLE). ALL I CAN SAY IS, WOULDN'T MIND THERE BEING MORE COLORS (MORE REDS, MORE NUDES HAHA) AND WILL DEFINITELY BE BACK IN THE FUTURE FOR MORE! SO HAPPY TO HAVE FOUND MY NEW GO-TO!" - SARAH

There's absolutely no need to sacrifice your beauty for your health when you can get a rich pigment from one of our favorite fruits, the elderberry. We love it for oh so many reasons here at Civilized Cosmetics, and not just because it lends a gorgeous plant based color to your lips that doesn't fade.

A true 2 in 1 botanical ingredient, elderberry fruit contains powerful anthocyanins, and bioflavonoids which help to protect the cells against damage, tighten the skin, and keep your puckers wrinkle free. A natural preservative, elderberry also contains an organic fatty acid (undecylenic acid), which possessed the ability to fight and prevent fungal microorganisms.

And now... you understand why we love this beauty berry so much!



Too often, matte lipsticks are formulated with added chemicals and toxins that have a way of leaving your lips feeling cakey and dry.

This is why it's so hard to find the right balance between hydrated lips and a matte finish!

Not anymore...

Our matte suede lip colors have been formulated with moisturizing and anti-aging antioxidants and vitamins to keep your lips soft and chemical free without sacrificing wearability, glamour, or taste.

DID WE MENTION, IT'S ALSO WATERPROOF AND SMELLS DELIGHTFUL?

"THE FIRST THING I NOTICED WHEN I PUT THESE LIQUID LIP SUÈDE LIPSTICKS ON, IS THE AMAZING SCENT. THEY TRULY SMELL WONDERFUL! THE LIPSTICKS ARE EASY TO APPLY AND REALLY GLIDE OVER YOUR LIPS. MOST OF THE TIME, MATTE LIPSTICKS DRY OUT VERY EASILY, LEAVING YOU WITH DRY LIPS, A FEELING I DON'T LIKE MUCH, BUT THESE DOESN'T. MY LIPS STAY SOFT AND HYDRATED FOR AS LONG AS I WAS WEARING THEM. YOU WILL FEEL YOUR LIPS ARE STILL GETTING A LITTLE BIT DRY, BUT THEY DON'T GET COMPLETELY DRIED OUT, AND KEEP ON FEELING SOFT AND SMOOTH, WHICH IS A HUGE ADVANTAGE. THEY ARE TRULY LONGLASTING (YOU CAN EAT, DRINK AND DO WHATEVER YOU WANT TO DO), I'VE BEEN WEARING THEM FOR HOURS TODAY, EATING AND DRINKING AND DOING EVERYTHING I ALWAYS DO. THEY DO TRANSFER A LITTLE BIT, BUT YOUR LIPS WILL MAINTAIN THEIR BEAUTIFUL COLOUR, WITHOUT LOSING ANY OF THEIR PIGMENT. THE PIGMENT IS JUST PLAIN AWESOME! THE FACT THAT THESE LIPSTICKS ARE CRUELTY FREE VEGAN, ORGANIC AND NATURAL IS A HUGE PLUS! I HAVE 3 COLORS AND MY FAVORITE ONE IS BLOOD ORANGE." - NATHALIE

SOURCES

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Natural | Non-Toxic | Vegan



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