

# Breaking Bad

## How to Avoid Toxic Ingredients and Choose Safer Products

Every day, millions of us reach for products that help keep our skin clean, hair shiny, teeth white, and body smelling beautiful. From moisturizers and lipsticks, to sunscreens and shampoos, cosmetics contain a wide variety of ingredients.

And to complicate matters, skin care ingredient lists use scientific names that may sound bad but are not. To help eliminate the guesswork, we have created a list of the 30 most toxic chemical ingredients used in skin care today to break free of using.

Sure, it is cheaper and easier to use a synthetic and unhealthy ingredient—but that's not our philosophy. At MyChelle Dermaceuticals, we do not use any toxic preservatives, petroleum derivatives, or artificial and unnatural by-products found in most skin care. We are obsessed with creating clean and safe products that are just as effective as they are natural.

The average American uses approximately

**12 PERSONAL CARE PRODUCTS**



each day and is exposed to  
**AS MANY AS 126 UNIQUE CHEMICALS**  
from those products.

**Campaign for Safe Cosmetics**



MyChelle Dermaceuticals is a proud founding member of the EWG VERIFIED: For Your Health™ program. Look for the EWG VERIFIED™ mark to easily identify our products that meet EWG's criteria for transparency and health.

Ingredient	Common Uses	Effects
<b>Amylcinnamaldehyde</b>	Scent masking agent in face, skin care products	Synthetic scent masking agent and known carcinogen.
<b>Artificial Colors</b>	Nearly every personal care product	Petroleum based; linked to allergies, cancer, and ADHD.
<b>Benzalkonium Chloride</b>	Antibacterial agent used in wipes, gels, contact solution, soap, skin antiseptics	Antibacterial agent linked to allergies and organ toxicity.
<b>Benzoyl Peroxide</b>	Acne care, bleaching agent	Eye, skin, and respiratory irritant; cytotoxic.
<b>Bisphenol-A (BPA)</b>	Hard plastic packaging, make-up, nail polish	Hormone disruptor.
<b>Butylated Hydroxytoluene (BHT), Butylated Hydroxyanisole (BHA)</b>	Preservative or fragrance masking agent in skin care and food products	Petroleum derived preservatives linked to endocrine disruption.
<b>Butylphenyl Methlypropional (Lilial)</b>	Body and hair care, moisturizers	Allergen and immune toxicant.
<b>Diethanolamine (DEA), Triethanolamine (TEA), Monoethanolamine (MEA)</b>	Emulsifier, pH adjuster, and foaming agent in shampoo, soaps, cosmetics	Foaming agent that causes carcinogenic byproducts.
<b>EDTA (ethylenediaminetetraacetic), Tetrasodium EDTA, Disodium EDTA</b>	Binders in skin, hair, and body care	A potential formaldehyde (carcinogen) releaser.
<b>Synthetic Fragrances</b>	Nearly every personal care product	Contain thousands of chemicals; linked to cancer and allergies.
<b>Hydroquinone</b>	Antioxidant, fragrance ingredient, bleaching agent and colorant in body, skin and hair care	Causes photosensitivity and skin problems; cytotoxic.
<b>Imidazolidinyl, Diazolidinyl, DMDM</b>	Ureas used as antimicrobial preservatives in personal care products	Preservatives that release formaldehyde (carcinogen).
<b>Methylisothiazolinone, Methylchlorisothiazolinone</b>	Preservatives in make-up and skin, body, and hair care	Skin irritant and possible neurotoxin.
<b>Mineral Oil or Mineral Spirits</b>	Conditioning agent and solvent in make-up and skin, body, and hair care	Petroleum based; clogs pores and inhibits cell renewal.
<b>Octyl dimethyl PABA (padimate-O or p-aminobenzoic acid)</b>	Sunscreen, make-up, and skin care to block UV light	Linked to allergenic dermatitis and photosensitivity.

Ingredient	Common Uses	Effects
Oxybenzone	Sunscreen to absorb UV light	Linked to hormone disruption and cellular damage. Marine toxic.
Parabens	The most commonly used synthetic preservatives in skin, hair, and body care	Mimics estrogen and disrupts hormones. Easily absorbs in skin and bioaccumulates. Linked to several types of cancer.
Petroleum Jelly or White Petrolatum	Skin, hair, and bath care, makeup, shaving, sunscreen, cleaning products	Often contaminated with heavy metals and carcinogens.
Phenylenediamine (PPD) (o-, m-, p-, nitro-, amino-):	Hair dye	Toxic when mixed with hydrogen peroxide in hair dyes.
Phthalates	Plasticizer in nail polish, hair spray, perfume. Often listed as Fragrance	Impairs endocrine system. Linked to early breast development.
Polyacrylamide	Antistatic agent and film forming agent in moisturizers, gels, creams	Synthetic polymer made from acrylamide (carcinogen).
Polybutene, Polyisobutene	Plasticizer and viscosity agent in lip and eye products, sunscreen	Skin irritant derived from petroleum.
Polyethylene Glycol (PEG-#)	Skin care, makeup, baby products, sunscreen	Often contaminated with cancer causing toxins such as dioxin.
Propylene Glycol (PG), Polypropylene Glycol (PPG)	Lotion, deodorant, sunscreen, shampoo, conditioner, body washes	Damages skin by breaking down proteins and cellular structure.
Quaternium # or Polyquaternium #	Preservatives in makeup, skin, body, and hair care	Preservatives that release formaldehyde (carcinogen).
Siloxanes	Conditioning agent and emollient in conditioners, deodorant, foundation	A known endocrine disruptor and skin and eye irritant.
Sodium Lauryl Sulfate (SLS), Sodium Laureth Sulfate (SLES)	Most common foaming agent in health and beauty products	Corrodes skin cells by breaking down lipids and proteins. Water pollutant.
Talc/Talcum powder	Makeup, baby, body and deodorizing powders	Causes respiratory problems. May be contaminated with asbestos fibers.
Triclosan	Antibacterial agent and preservative in toothpaste, personal care, and home cleaning products	A synthetic preservative and endocrine disruptor.
Urea	Humectant and buffering agent in skin care. Very common synthetic preservative.	Releases formaldehyde (carcinogen).

Now that you know what to avoid, the next step is learning how to recognize safer and effective ingredients. MyChelle uses a variety of natural alternatives, so you don't have to choose between a great complexion or good health.

### MyChelle's Safe & Effective Alternatives

Phthalates	Essential Oils; Natural Herbal, Floral, and Fruit Extracts
Parabens	D-Alpha Tocopherol (Vitamin E), Plantservative from Honeysuckle
Benzoyl Peroxide	Totaro™, Willow Bark, Tea Tree Oil, Sulphur, Zinc, Lemongrass
Emulsifiers (DEA, TEA, MEA)	Plant Waxes, Xanthan Gum, Cetearyl Oliviate
Propylene Glycol (PG)	Lecithin, Panthenol (Pro-Vitamin B5), Vegetable Glycerin
Sulfates (SLS/SLES)	Sugar Compounds, Coconut Oil Compounds
Ureas	Enzymes, Amino Acids, Oregano, Fruit Extracts
Artificial Colors	No added color; 100% natural coloring from vitamins, herbs, fruits, and flowers
Microbeads	Jjoba Beads, Fruit Pulps, Bamboo Stem Powder



**Clean Science. Professional Results.™** All MyChelle Dermaceuticals products are Vegetarian, Cruelty-free, and Free of Phthalates, Parabens, Sulfates, Ureas, Artificial Fragrances and Colors, Petroleum, GMOs, and Gluten.

Learn more at [mychelle.com](http://mychelle.com)