

Protecting yourself and future generations by avoiding exposures to harmful chemicals.

Personal care products such as shampoo, deodorant, cosmetics, hair dye and many more products can contain harmful chemicals.

How can personal care product ingredients be harmful?

Many personal care products contain ingredients that are known or suspected carcinogens and or endocrine disrupting chemicals (EDCs) and are not regulated by the US FDA. In fact while the European Union (EU) has banned over 1,400 ingredients, the US FDA has banned less than 20. Therefore, it is vital that we self-govern and assess the products we use for harmful chemicals.

Most of these chemicals are known to be systemically absorbed through the skin or scalp.

How to identify harmful chemicals in products?

Hormonally active chemicals like PFAS, phthalates, parabens, triclosan, and even some essential oils are some of the EDCs commonly found in personal care products, but there are many more. Also, with some chemicals having multiple names, avoiding ingredients by reading the labels can be challenging. That's why we recommend the following tips rather than memorizing specific chemical names or ingredients.

- Use an app to choose safer personal care products. We recommend Think Dirty, Clearya and EWG's Healthy Living apps, which are available on Apple and Android devices.
- Try Clearya's browser plugin or mobile apps when you shop to be alerted if products contain toxic ingredients.
- Search for products on EWG's Skin Deep website.
- Look for safety certifications, like Made Safe, when purchasing products.
- Avoid personal care products with ingredients that state they have fragrance as the fragrance ingredient is often unknown as companies are not required identify the "fragrance: chemical."
- Use apps or websites such as Anticancerlifestyle.com, Silent Spring Institute's DetoxMe, or Zero Breast Cancer for more tips and resources.

