

The Clean Beauty Movement

June 1, 2023

The latest buzz word (phrase) in the beauty industry is "Clean Beauty". What clean beauty means and why it is important is the topic for this month's blog.

Clean beauty refers to beauty products that are safe and effective to use, environmentally friendly and cruelty-free. Clean beauty does not necessarily translate as all natural or organic. This is for two reasons. The first being that just because something is natural does not necessarily mean it is safe for use. Historically, mercury and arsenic were used as cosmetic ingredients. Both are natural and as we know in modern times, definitely, not safe. The other reason is because there are SOME synthetic ingredients which are acceptable for use as they are safe and very effective. So what are the culprits that you need to watch out for?

Check your labels for parabens, phthalates, sulfates, talc, silica, hydroquinone, refined petroleum and synthetic fragrances. Educating yourself about what you may be putting on to be absorbed by the largest organ of your body (your skin) is critical if you want to avoid possible carcinogens and endocrine disruptors.

The last 50 years has seen an explosion in the field of chemical technology. Using chemical technology, companies are able to manufacture products that have a very long shelf life and are able to stay stable under all kinds of temperatures. This makes it possible to ship long distances to reach greater markets while keeping production costs down. Unfortunately, the laws regarding oversight into the beauty industry have not kept up and in truth have not changed in 80 years.

The Clean Beauty movement has the goal of educating us as consumers so that we can use our purchasing power to demand that manufacturers use safer, more sustainable ingredients and packaging and that there is more transparency regarding those ingredients.

For example, the ingredient "fragrance" on a label can harbor all kinds of nasty chemicals because there are disclosure laws supposedly protecting the "fragrance" formula from pirating by other companies. Yet, a good

laboratory can use reverse engineering to get the formula should they wish to.

Hopefully, the information in this blog will inspire you to become a label reader (if you are not already) and to use your dollars to let manufacturers know the direction you want the beauty industry to move into. One last interesting tidbit, Europe and Canada have banned over 1,500 ingredients as unsafe for use in cosmetic and beauty products. Our country - 30!!!!!!

"Aging is a fact of life. Looking your age is not." - Dr. Howard Murad

"Skincare must be good enough to eat." - Unknown

"Filters are great, but great skin is better." - Unknown

"I am a better person when I moisturize." - Unknown

"I like my skincare like I like my people - - non-toxic." - Unknown

"Siri, remove my make-up." - Unknown