

**Don't get left behind** – mindful beauty  
is not just a trend.



TRANSFORM YOUR  
SKINCARE ROUTINE  
INTO ONE THAT'S SAFE  
FOR YOUR BODY,  
YOUR WELL BEING  
AND YOUR PLANET



A Harper's Bazaar 2019 poll of more than 1,000 women across all ages, races and ethnicities in the United States showed that **nearly 50% of women are already using some clean beauty products,** and more than **60% of women would be willing to splurge** on one.



## Nielsen defines the clean beauty consumer as someone who buys products that take a holistic approach.

“This customer **knows how to read ingredient labels to avoid toxic ingredients**, and is looking for additional ingredients with health and wellness benefits. Forward-thinking consumers are looking for ways to **reduce the impact they have on the environment**, and want to buy clean beauty products that align with that mission. They are turning to refillable packaging that won’t clog landfills and are doubling down on protecting the oceans with purchases of products like reef-safe sunscreen.”

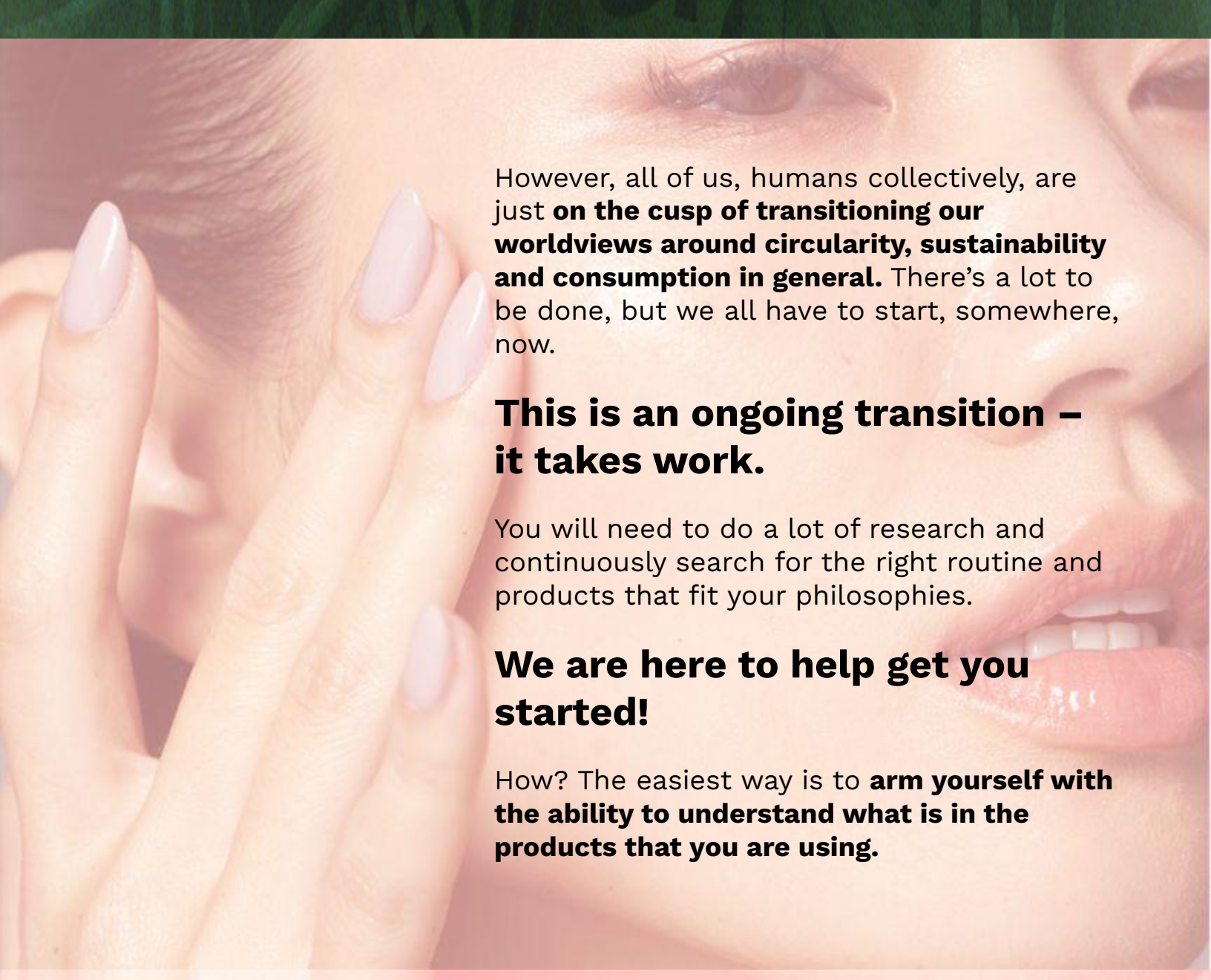
**The introduction of Filipino beauty has educated and primed consumers for new beauty disruptors to watch.** “The world of K-Beauty opened our hearts and minds to 11-step skin care routines, ‘glass’ skin, and snail slime, slowly but surely changing the way Americans take care of and prioritize their largest organ: skin. But as the beauty conversation evolves — narrowing in on inclusion, health, and sustainability — another country’s take on cosmetics is gaining noteworthy traction. Enter Filipino beauty, or F-Beauty for short.” – [Nylon.com](#),

In addition, Filipinas have progressively shown more interest in skincare, influencing their buying behavior when it comes to beauty. What was once a color cosmetics-dominated market is showing not just lipstick love, but lotion love, too.



# THE MINDFUL BEAUTY SHIFT

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However, all of us, humans collectively, are just **on the cusp of transitioning our worldviews around circularity, sustainability and consumption in general.** There's a lot to be done, but we all have to start, somewhere, now.

**This is an ongoing transition – it takes work.**

You will need to do a lot of research and continuously search for the right routine and products that fit your philosophies.

**We are here to help get you started!**

How? The easiest way is to **arm yourself with the ability to understand what is in the products that you are using.**

As part of The Pure Culture Code, we have created a

# Heck No! Checklist—

a comprehensive list of questionable ingredients that we will never, ever use, beginning with our certifying partner, Safe Cosmetics Australia's

## **Toxic-Free Campaign Criteria**

plus a lot of our own research.



We have broken it down here for you in two sections:

- 1 Easy printable that you can stick by your vanity for easy reference
- 2 More in-depth glossary for further studies

# Pure Culture

## Heck No! Checklist

Cleaning up your vanity of these 30 nasties is the 1st step towards unlocking your healthiest glow ever!

- Acrylamide, Acrylates
- Aluminum zirconium tetrachlorohydrate
- Ammonia
- BHA and BHT Butylated hydroxyanisole
- Bronopol
- Butoxyethanol
- Benzophenone
- Carbon black
- Chromium Green Oxide
- Dibutyl Phthalate DBP, DEP, DEHP and fragrance
- Drying Alcohols (Alcohol Denat/ Methyl Alcohol/ Methanol)
- Ethanolamine Compounds (MEA, DEA, TEA)
- Formaldehyde/ Formalin
- Hydroquinone/ Tocopheryl Acetate
- Isoparaffin/ Petroleum Jelly
- Mineral Oil
- Nano-particles in sunscreen, sprays and creams (Zinc Oxide and Titanium Oxide in sunscreen/ Colloidal suspensions like Silver and Gold)
- Oxybenzone
- Palm Oil
- Parabens, Polyparaben & Butylparaben
- Petrolatum/ Petroleum Jelly
- Phenoxyethanol
- Polyacrylamide/ Acrylamide
- Thimerosal/ Mercury
- Triclosan/ Triclocarban
- Toluene
- Quaternary ammonium compounds (QUATS/ QACS)
- Silicones (Dimethicone, Cyclomethicone, Cyclohexasiloxane)
- Sodium Lauryl Sulfate and Sodium Laureth Sulfate (SLS and SLES)
- Synthetic flavor or fragrance, Benzene, Xylene



# HECK NO! GLOSSARY



**Information is power**, and the best way to move forward is to understand how some current ingredients in your skincare products can be harmful for you, or the environment.

A lot of people think that if an ingredient is used in skincare, it must be safe. But this is just not true – **toxic ingredients find their way into things**; and unfortunately, it may take a **long time for them to get regulated**.

We hope that our years of research, summarized in this glossary, helps you understand these questionable ingredients to steer away from, and **why**.

## ACRYLAMIDE, ACRYLATES

Acrylamide is a known neurotoxin that is used as a binder, film former and as a viscosity increasing agent including in eyelash adhesives, artificial nail builder and binders, as a film former and suspending agent in creams and other emulsions, in hairspray as a fixative and as an anti-static agent in aerosols.

The National Library of Medicine HSDB Database states *“Acrylamide is toxic and an irritant. Cases of acrylamide poisoning show signs and symptoms of local effects due to irritation of the skin and mucous membranes and systemic effects due to the involvement of the central, peripheral, and autonomic nervous systems.”* - Toxnet – [SCA](#)

**EWG Rating 9-10**

## AMMONIA

Ammonia is a cleaning solution commonly used in household and industrial cleaning products and older soap recipes.

"Carcinogenic to humans; there is convincing epidemiologic evidence of a causal association... Demonstrates a potential hazard to humans" - EPA IRIS Assessment for Ammonia; Toxic Review Report – [SCA](#)

**EWG Rating 6**

## ALUMINIUM ZIRCONIUM TETRACHLOROHYDREX

Aluminum zirconium tetrachlorohydrate is an odour blocker. It masks foul smells in personal hygiene products including deodorants, antiperspirants, baby nappies, women's pads and tampons. – [SCA](#)

The most common concern about aluminum in antiperspirants and other skin care products is that it's linked to breast cancers and Alzheimer's. – [WebMD](#)

**EWG Rating 3-4**

## BHA & BHT BUTYLATED HYDROXYANISOLE

Synthetically manufactured preservatives: Butylated hydroxyanisole (BHA) and the related compound butylated hydroxytoluene (BHT) are often added to cosmetics and medicines as preservatives. Also processed foods like cereals, gum, fast food, snacks, processed potatoes, drinks, shortening etc. – [SCA](#)

BHA and BHT can induce allergic reactions in the skin [1]. The International Agency for Research on Cancer classifies BHA as a possible human carcinogen [2]. The European Commission on Endocrine Disruption has also listed BHA as a Category 1 priority substance, based on evidence that it interferes with hormone function [3]. – [David Suzuki](#)

**EWG Rating 6**



## BRONOPOL

A formaldehyde-releasing preservative commonly used in colour cosmetics, liquid hair and baby care products, hand sanitisers, cosmetics, bleaching agents, adhesives, odour agents, topical medical creams, paint and carpets, nail products and all kinds of household cleaning agents.

Continued exposure to FRP's can cause severe allergic reactions of the skin and eyes, as well as skin allergies and rashes. Bronopol irritates the eyes, the skin and the respiratory tract. "Inhalation: Cough. Sore throat. Skin; Redness. Eyes; Redness. Stinging sensation. Pain. Burns." - ICPS INCHEM – [SCA](#)

**EWG Rating 8**

## BENZOPHENONE

Sunscreen chemical; functions as sunscreen agent absorbing ultraviolet light.

Benzophenone is persistent, bioaccumulative and toxic (PBT).[1] [2] These chemicals are linked to cancer, endocrine disruption, and organ system toxicity. – [SafeCosmetics.org](#)

**EWG Rating 2-4**

## BUTOXYETHANOL

Butoxyethanol is used in cosmetic products\* such as hair color and bleaching products, conditioners, and facial cleansers. The chemical l works as a fragrance ingredient, solvent agent (dissolves other substances), and as a viscosity decreasing agent (to make the formulation more “thin”) in products.

The European Chemicals Agency (ECHA) identifies that this substance is “harmful if swallowed, is harmful in contact with skin, causes serious eye irritation, is harmful if inhaled and causes skin irritation.” – [Curious Chloride](#)

**EWG Rating 5**

## CARBON BLACK

Carbon black is a dark black powder used as a pigment in cosmetics such as eyeliner, mascara and lipstick. It is produced by incomplete combustion of carbon-based products such as coal tar, and has been linked to increased incidence of cancer and negative effects on organs. FOUND IN: eyeliner, mascara, nail polish, eyeshadow, brush-on-brow, lipstick, blushers, rouge, makeup, and foundation. – [SafeCosmetics.org](#)

**EWG Rating 10**

## CHROMIUM GREEN

Chromium Green Oxide is a mid-green color often used in colour cosmetics & an array of products not limited to the cosmetics industry. The levels of heavy metals found in Chromium Hydroxide Green, are regulated by the FDA, and the small amounts that may eventually be in cosmetic or personal care products do not pose a risk to human health.

Chromium green can cause irritation of the skin & eyes, it can cause nausea & other issues if ingested or inhaled. – [SCA](#)

**EWG Rating 5**

## DRYING ALCOHOLS (ALCOHOL DENAT/ METHYL ALCOHOL/ METHANOL)

There are good hydrating alcohols and bad dehydrating alcohols that strip the skin's protective barrier.

Denatured alcohol is a drying type of alcohol that aggravates and weakens skin. Typically, if denatured alcohol is listed as the fifth ingredient or higher, it is of considerable risk for sensitizing skin.

**EWG Rating: 3-6**

## DIBUTYL PHTHALATE DBP/ DEP, DEHP

Pronounced THAL-ates, these chemicals, which are linked to endocrine disruption, developmental and reproductive toxicity, and cancer, have been banned from cosmetics in the European Union, but still remain prevalent in U.S. products. Found in color cosmetics, fragranced lotions, body washes and hair care products, nail polish and treatment – [SafeCosmetics.org](#)

**EWG Rating 10**

## ETHANOLAMINE COMPOUNDS (MEA, DEA, TEA)

Ethanolamines are present in many consumer products ranging from cosmetics, personal care products and household cleaning products. Both have been linked to liver tumors. The European Commission prohibits diethanolamine (DEA) in cosmetics, to reduce contamination from carcinogenic nitrosamines.

Found in soaps, shampoos, hair conditioners and dyes, lotions, shaving creams, paraffin and waxes, household cleaning products, pharmaceutical ointments, eyeliners, mascara, eyeshadow, blush, makeup bases, foundations, fragrances, sunscreens. – [SafeCosmetics.org](#)

## FORMALDEHYDE/ FORMALIN

Formalin is commonly found in nail hardeners, keratin hair straighteners, shampoo and baby wash including soaps and liquid baby wash.

*"Formaldehyde is a highly toxic systemic poison that is absorbed well by inhalation. The vapor is a severe respiratory tract and skin irritant and may cause dizziness or suffocation. Contact with formaldehyde solution may cause severe burns to the eyes and skin."* - ATSDR Agency for Toxic Substances & Disease Registry. – [SCA](#)

**EWG Rating 10**

## ISOPARAFFIN

Isoparaffin is a petroleum derivative found in eye make-up products including mascara, creams and lotions, nail manicure products, skin, hair and baby products. Petroleum derivatives; AKA Petroleum jelly as it is commonly known, forms a barrier on the skin According to Dr Dattner, "Petroleum jelly can create the illusion of moisturized, hydrated skin, all the while suffocating your pores." Issues concern contamination, petroleum derivatives are loaded with carcinogens that are then purified by processing to remove 1,4-dioxane a known cancer causing agent. – [SCA](#)

**EWG Rating 1**

## HYDROQUINONE/ TOCOPHERYL ACETATE

Hydroquinone is most commonly used in skin lighteners, products heavily marketed towards women of color. It is linked to cancer and organ-system toxicity. It is found in skin lighteners, facial and skin cleansers, facial moisturizers, hair conditioners, finger nail coating products. – [SafeCosmetics.org](#)

**EWG Rating 8**

## MINERAL OIL

Mineral oils are derived petroleum. It blocks the skin, disrupting the skin's natural barrier and inhibiting its ability to breathe. "Derived from carcinogenic-laden crude oil, a non-renewable resource that contributes to environmental damage." - [Eco Store](#)

**EWG Rating: 3**



## NANO-PARTICLES

in sunscreen, sprays and creams (Zinc Oxide and Titanium Oxide in sunscreen/ Colloidal suspensions like Silver and Gold)

Studies have indicated that nanoparticles applied to the skin in repeated application, has the potential to harm living cells and organs. Commonly used in sunscreens, nano-particles are most often used in the form of zinc oxide to improve sunscreen protection from UVA. – [SCA](#)

It is important to choose products that use certified non-nanoparticles, most especially in loose powders and sprays.

## PALM OIL

Every hour 300 football fields of precious remaining forest is being ploughed to the ground across South East Asia to make way for palm oil plantations. In the last 20 years, over 3.5 million hectares of Indonesian and Malaysian forest have been destroyed to make way for palm oil. – [TOP](#)

Palawan, also known as the ‘Philippines’ Last Frontier’, is witnessing one of the largest-ever conversions of land into oil palm estates. Existing industrial-scale plantations have already inflicted irreparable damage to precious environments and to the livelihoods of hundreds of communities. Palm oil companies are planning to convert 20,000 hectares of land in the Philippines’ Palawan Man & Biosphere Reserve. 6,000 hectares have already been cleared, endangering biodiversity, water resources, topsoil quality and the livelihood of farmers and indigenous peoples, while exacerbating rural poverty. If oil palm expansion is allowed to continue, the environmental and ecological sustainability of the province and local food security will be severely compromised. – [The Rainforest Rescue](#)

## OXYBENZONE

Sunscreen chemical; functions as sunscreen agents absorbing ultraviolet light. Oxybenzone is also used in nail polish, fragrances, hair spray, and other skin care and cosmetics

Some toxicologists believe that oxybenzone is an endocrine-disrupting chemical & that it may mimic hormones, which can cause endometriosis posing a risk to reproductive systems. – [SCA](#)

**EWG Rating 8**

## PARABENS, PROPYLPARABEN & BUTYLPARABEN

Parabens are a synthetic preservative system for an array of cosmetics and personal care products: known to cause skin irritation and sensitivities when applied to broken skin. – [SCA](#)

**EWG Rating 9-10**

## PETROLATUM/ PETROLEUM JELLY

When properly refined petrolatum is considered safe. However, petroleum derivatives are often not fully refined to remove the carcinogenic impurities. This means that it can be contaminated with highly toxic impurities called polycyclic aromatic hydrocarbons (PAHs). Petroleum is odorless & colorless, it has a very long shelf life making it appealing to cosmetic manufacturers, it is also inexpensive.

The other downside to using products that contain petroleum is the environment. Many chemicals are made from petroleum including ingredients that make creams and lotions feel better, called texturisers. These additives are often a form of liquid-plastic, this means that while you wash your hair or body, apply lotions and other products then wash your hands or take a shower, the liquid-plastic washes down the drain eventually finding its way into the ocean. So if reducing your use of plastics is a priority or saving the planet with plastic-free products, you may need to check the product labels very carefully. – [SCA](#)

**EWG Rating 4**

## POLYACRYLAMIDE/ ACRYLAMIDE

Polyacrylamide is used as a stabilizer and binder in lotions and other products. Though it is not a concern in itself, it is made up of repeating molecules of acrylamide, which is a strongly suspected carcinogen and has been linked to mammary tumors. The European Union (EU) sets limits for the amount of acrylamide allowed in products containing polyacrylamide, but the United States does not currently regulate it. It is found in facial moisturizers, anti-aging products, color cosmetics, lotions, hair products, sunscreens, and more. – [SafeCosmetics.org](#)

**EWG Rating 4**

## PHENOXYETHANOL

Phenoxyethanol is an alternative to formaldehyde-releasing preservatives. In Japan and the EU, its concentration in cosmetics is restricted to 1%. Phenoxyethanol is used as an anti-bacterial in cosmetics as well as a stabiliser in perfume and products including creams, sunscreens, foundations, lipsticks, mascaras, hand sanitiser, soaps, insect repellents, antiseptics, dyes, inks and medications. – [SCA](#)

**EWG Rating 4**

## THIMEROSAL/ MERCURY

Thimerosal is a mercury-based preservative that is used in some vaccines & cosmetics as well as some tattoo inks, medicated eye drops & contact lens solutions.

*"In cosmetics, high mercury levels are most commonly found in products that promise to fade dark spots, blemishes, and fine lines. "Mercury is an effective material for skin lightening, with rapid results, but the price outweighs the benefits," explains cosmetic chemist [Ginger King](#) – [SCA](#)*

**EWG Rating 10**

## TRICLOSAN/ TRICLOCARBAN

Triclosan is an antimicrobial agent found in a wide variety of antibacterial soaps and detergents, as well as in many deodorants, toothpastes, cosmetics, fabrics and plastics.

Widespread use with few regulations has led to concerns regarding their effects on humans and the environment, such as endocrine disruption, bioaccumulation, and the emergence of bacteria resistant to antibiotics and antibacterial products. – [SafeCosmetics.org](https://www.safe-cosmetics.org)

**EWG Rating 7**

## QUATERNARY AMMONIUM COMPOUNDS QUATS

Seen on labels ending with ammonium chloride or chloride. Quaternary ammonium compounds, also called quats or QACs, are a group of chemicals used for a variety of purposes including as preservatives, surfactants, antistatic agents and as active ingredients in disinfectants and sanitizers. – [Chemical Safety Facts](#)

Generally, there is a lack of safety data concerning QUATS & most of the QUATS have environmental concerns for toxicity. Some can cause skin irritation & allergic contact dermatitis, some can interfere with our hormones. QUATS are toxic to aquatic organisms. – [SCA](#)

## TOLUENE

Toluene is a toxic chemical used in nail products and hair dyes. Exposure to toluene can result in temporary effects such as headaches, dizziness and cracked skin, as well as more serious effects such as reproductive damage and respiratory complications. – [SafeCosmetics.org](https://www.safe-cosmetics.org)

**EWG Rating 7**

## SILICONES (DIMETHICONE, CYCLOMETHICONE, CYCLOHEXASILOXANE)

And others that normally end in -cone or -xane.

Silicones are controversial because they are proven to help really dry skin, and bring to cosmetics that nice, powdery glide that we all love. However, there are a lot of cons to silicon in everyday skincare.

Silicones are hydrophobic– they repel water. Silicon-based products don't wash away easily. They are an occlusive, but they also lock in not-so-great substances. Silicones are bioaccumulative. Once they're rinsed down the drain, they contribute to the buildup of sludge pollution in oceans and waterways and may not break down for hundreds of years. – [Healthline](#)



## **SODIUM LAURYL/ LAURETH SULFATE (SLS/ SLES)**

Sodium laureth sulfate, also called sodium lauryl ether sulfate or SLES, can be synthetic or naturally derived. It is found in 90% of personal care products and cleaning agents including foaming products: such as soaps and shampoos as well as toothpaste and bubble bath. SLS can cause contact dermatitis and aggravate eczema by weakening that oily barrier on our skin." And, "While SLS is useful for breaking up greasy foreign substances, it also breaks up the layer of oil that keeps our skin from drying out. And while it's not technically an allergen because it doesn't provoke a reaction from the immune system, SLS can cause contact dermatitis and aggravate eczema by weakening that oily barrier on our skin. This means that SLS can usher other allergic elements into your body. After repeated exposure to these elements, you may develop reactions to things you weren't allergic to before." - Top 5 allergens in soaps that cause dermatitis by Gallagher Finn, Health.HowStuffWorks.com - [SCA](#)

**EWG Rating 2-3**

## **SYNTHETIC FLAVOR OR FRAGRANCE, BENZENE, XYLENE**

Benzene and Xylene are hidden in the term 'Fragrance or Perfum' on the ingredient label and used in almost every product from skin care to baby care, cleaning agents, laundry, makeup and more.

"Avoiding the dangers of synthetic scents is crucial. It's something I need you to share with your family and friends. When a company puts "fragrance" on the label, don't be tricked. This is a catch-all term actually can stand for thousands of different ingredients (literally, at least 3,000). And when you use a product containing "fragrance" or "parfum," all of those mysterious ingredients are absorbed right into your bloodstream. These ingredients are predominantly made from chemicals and are just outright toxic for your health in so many ways." - [DrAxe.com](#)

# HECK NO! GLOSSARY

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# Pure Culture

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