



HER beauty

PRODUCT GUIDE

Jolene Hart, CHC, AADP



ABOUT THIS GUIDE



At Unite for HER, we help people take a closer look at the products they are using and provide resources for switching to safer alternatives. Our aim:

- To be a source of trustworthy information.
- To empower and educate patients about safe personal care product options and their personal care product choices.
- To share some of the potential risks of commonly-used beauty ingredients, as well as the shortcomings and lack of long-term testing of many ingredients in the US beauty industry.
- To offer clean beauty guidance that is accessible and actionable.

Our Beauty Advisor, Jolene Hart, CHC, AADP, will teach you how to detox your personal care products and build a lifestyle that supports your best self during treatment and beyond.

ABOUT THE AUTHOR

Jolene Hart serves as the Beauty and Wellness Advisor at Unite for HER. She is a Beauty and Health Coach, certified by the world's foremost school for holistic health, NYC's Institute for Integrative Nutrition, and the American Association of Drugless Practitioners. She is the author of the best-selling "Eat Pretty" book series on nutrition and self-care for healthy skin and body, which has been translated into four languages. In her coaching, Jolene teaches women to become their healthiest, most beautiful selves inside and outside by addressing beauty and health concerns ranging from acne and weight gain to hormonal imbalances and nutrition for healthy aging. Through her company, Beauty Is Wellness, she educates women about the powerful connection between nutrition and beauty, and teaches them how to eat for beauty each and every day with healing, beautifying recipes and cooking instructions. Learn more about her work at jolenehart.com.



OVERALL BEAUTY & WELLNESS GOALS

- Reduce unnecessary exposure to potentially harmful ingredients.
- Build a healthier personal care routine that helps you look and feel your best.
- Create time for self-care during your treatment and beyond to support your healing and longterm health.

WHY BE CONCERNED WITH THE INGREDIENTS IN OUR PRODUCTS?

- Personal care ingredients are loosely regulated in the United States, and many ingredients that we commonly use are restricted elsewhere in the world.
- Our skin is porous and absorbs much of what we apply to it — an estimated 60% of ingredients.
- Avoiding or limiting exposure to potentially harmful ingredients supports the health of our bodies and our hormones, while preventing unnecessary health risks.
- Using more natural products for our skin and bodies has additional benefits for our environment and environmental exposures.

WHERE TO START WHEN BUILDING A SAFE PRODUCT REGIMEN

If changing your routine feels overwhelming, start...

- 1) with the products you use most often— deodorant, shampoo, bar soap, etc.
- 2) with the products you use over the biggest area of your skin— lotion, oil, foundation, etc.
- 3) with products that are easily ingested, like lipstick and lip balm

“The federal law that regulates cosmetics safety, which is more than 75 years old, does not require companies to share safety information with the Food and Drug Administration. The law bans ingredients harmful to users, but it contains no provisions for the agency to evaluate the effects of the chemicals before they are put on shelves.”

—New York Times, 2015



Top 5 Ingredients to Avoid



A starting point for identifying natural products...

1. PARABENS.

Look for names like methylparaben, ethylparaben, propylparaben, butylparaben, isobutylparaben, isopropylparaben

Parabens are widely-used preservatives that show up in a huge range of personal care products. They act like weak estrogens in the body, opening the door for hormonal disruption and dysfunction. Exposure to external estrogens like parabens can increase the risk of breast cancer and cell abnormalities.

A study looking at the effect of very low doses of parabens on HER-2 positive breast cancer cells found that parabens turned on estrogen receptors in these cells and significantly sped up the rate of tumor growth at concentrations 100 times smaller than previously thought.

As a result, paraben use may lead to faster, more aggressive tumor growth and the formation of malignant cancer, according to the Silent Spring Institute.

You'll usually find parabens toward the end of an ingredient list, and 'paraben' will be the suffix of the ingredient name.

Natural preservatives you may see used in place of parabens include leuconostoc/radish root ferment, lactobacilli ferment, l-ascorbic acid, and/or d-alpha tocopherol.

2. PHTHALATES.

Look out for the terms fragrance, perfume, parfum— as well as these abbreviations: DBP (di-n-butyl phthalate), DEP (diethyl phthalate), DMP (dimethyl phthalate), DEHP (di-2-ethylhexyl), and BzBP (benzylbutyl phthalate)

Phthalates are hormone-disrupting ingredients that have been linked to health issues as wide-ranging as autoimmune conditions, birth defects, reproductive health issues, and asthma. They are extensively in plastics, to make them soft and pliable.

In cosmetics, phthalates usually show up as an undisclosed ingredient in synthetic fragrance (in fragrance candles, room fresheners, detergents, and cleaning products, for example).

To reduce phthalate exposure from fragrance, switch to products that use a natural fragrance (look for ‘fragrance from natural sources,’ ‘no synthetic fragrance,’ or ‘phthalate-free’ on the label).

Nail polish is another source of phthalate exposure, so it’s helpful to look for phthalate-free nail polishes, especially those that are labeled ‘3-Free.’

3. FORMALDEHYDE-RELEASING CHEMICALS.

Look for the terms Diazolidinyl urea, Imidazolidinyl urea, Methylisothiazolinone, Quaternium-15, DMDM hydantoin, Bronopol

Formaldehyde is a known human carcinogen. You won’t see ‘formaldehyde’ listed as an ingredient on cosmetic labels, even though it may be present as a preservative in the product you’re using.

In order to avoid formaldehyde, you must avoid a category of ingredients called formaldehyde-releasers that are present in nearly 1 in 5 cosmetics. These ingredients, when added to water, slowly release formaldehyde over time, as a preservative.



4. TRICLOSAN.

Look for the terms Triclosan, Triclocarban

Triclosan is a hormone-disrupting active ingredient in many antibacterial products. The FDA has banned the use of triclosan in antibacterial hand soaps as of Fall 2017. However, it will still show up in many hand sanitizers, toothpastes, and acne treatments.

Data shows that triclosan is no more effective at killing germs than plain soap and water, in addition to the hormonal health risks it poses.

Healthier hand sanitizer alternatives that use essential oils and/or alcohol to kill germs are readily available.

5. CHEMICAL SUNSCREENS, ESPECIALLY OXYBENZONE.

Look for the terms oxybenzone, as well as avobenzone, octinoxate, homosalate, and octisalate

- Oxybenzone is a widely-used sunscreen active ingredient suspected to act like an estrogen and hormone disruptor in the body.
- In addition to oxybenzone, some of the range of chemical sun-blocking sunscreen ingredients begin to degrade the minute they are exposed to the sun's rays.
- Oxybenzone and octinoxate have been banned in Hawaii (ban takes effect 2021) because of the damage they cause to reefs and ocean life.
- The safest sunscreen active ingredients appear to be the mineral sunscreens zinc oxide and titanium dioxide. Look for 'non-nano' or 'micronized' forms.
- An excellent place to look for information and current ratings on sunscreen safety is the EWG's Safer Sunscreen Guide.

HOW QUICKLY DO THE CHANGES I MAKE HAVE AN EFFECT IN MY BODY?

More quickly than you may think! A 2016 study from the University of California found that when subjects switched their conventional personal care products to natural versions, they experienced a 27% to 45% decrease of concerning ingredients—including parabens, phthalates, triclosan, and oxybenzone—in their urine, in just **three** days!

shopping tips

- 1. IGNORE THE CLAIMS** on packaging. The front of a beauty product, or its packaging, is like an advertisement. Do look for cosmetic seals, like the ones outlined below.
- 2. FIND A RETAILER YOU TRUST.** The best natural beauty retailers passionately keep up with ingredient research and development like few others in the industry. They often have the strictest standards, and are excited to help you grow your knowledge as a consumer.
- 3. DON'T GO FOR THE CHEAPEST PRODUCT.** When it comes to naturals, you often pay for purity, small batch production and ethical sourcing. Just as you do when you buy organic produce, think about the longterm benefits of buying products with pure ingredients— and without potentially toxic additions.
- 4. USE ONLINE RESOURCES & SMARTPHONE APPS** to stay up to date on the ever-developing information on cosmetic safety. You can use the EWG's Cosmetic Safety Database (cosmeticsdatabase.com) to check on the brands you currently use and look up ingredient information. Ask questions and explore companies' websites to find brands that are transparent with their ingredient info.

WE RECOMMENDED THESE SMARTPHONE APPS FOR PRODUCT RATINGS:

Think Dirty

EWG's Healthy Living

COSMETIC SEALS

Since the U.S. Food and Drug Administration doesn't regulate the claims on cosmetic labels, many independent groups have created their own seals as a form of approval.



USDA Organic. Products with this seal contain at least 95% organic ingredients. The remaining ingredients must be approved non-agricultural ingredients or ingredients not available in organic form.



Natural Products Association (NPA). This seal certifies that at least 95% of a product's ingredients are natural (from renewable resources found in nature), not tested on animals, and packaged with recyclable materials. At least 60% of a company's entire product line must qualify to receive this seal.



Soil Association. This UK-based seal certifies that a product has a minimum 95% organic ingredients, minimal synthetic ingredients, and clear labeling.



ECOCERT. This European seal certifies that a product is at least 95% natural, with sustainable packaging and restrictions on parabens, nanoparticles, silicon, PEGs, and synthetic fragrances and dyes.



Cruelty-Free and Vegan. A self-reported manufacturer claim overseen by PETA that pledges a product and its ingredients were not tested on animals, nor do they contain animal-produced or animal-derived ingredients.

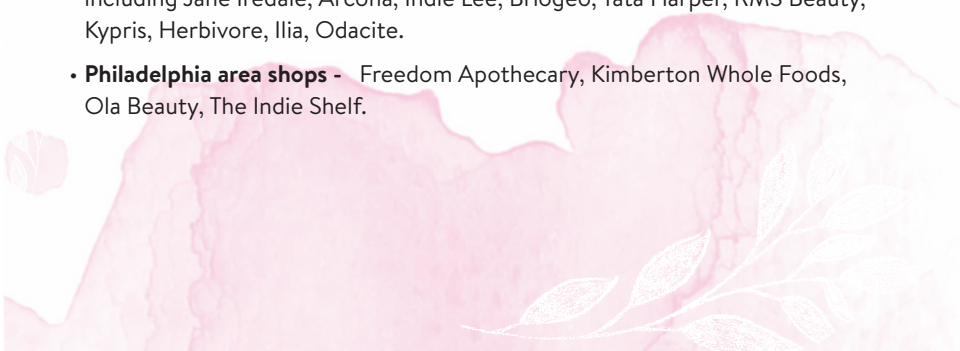


Made Safe. This certifies that a product hasn't been made with ingredients known to cause human health harm, including endocrine disruptors, carcinogens, and reproductive toxins.



NSF. This mark assures consumers, retailers and regulators that products have been independently tested to comply with all standard requirements.

CONVENIENT PLACES TO SHOP LOCALLY

- **Whole Foods 'Whole Body' section** - Excellent return policy should you not like a product (save your receipt for returns); ingredient guidelines that products must meet before being allowed on shelves.
 - **Wegmans** - Dedicated natural product section.
 - **Target and target.com** - Limited selection of natural and organic brands, Acure, Alba, Pacifica, Native, Thayers, Schmidt's, Badger, Burt's Bees, Honest, Shea Moisture, Weleda, SW Basics, Seventh Generation, W3ll People, Zuzu, Nourish, Alaffia, Avalon, Jason, Cocokind, Meow Meow Tweet. Target Clean symbol denotes products without phthalates, 2 types of parabens, and sodium laurel sulfate.
 - **Online** - Many natural brands can be purchased easily on Amazon.com, pharmaca.com, luckyvitamin.com, vitacost.com, etc.
 - **Specialty online natural beauty boutiques like** aillea.com, credobeaauty.com, follain.com, beautyheroes.com, or thedetoxmarket.com.
 - **Sephora and sephora.com** - Limited selection of natural and organic brands, Antonym, Biossance, Bite Beauty, Briogeo, Tata Harper, Captain Blankenship, Coola, Herbivore, Indie Lee, Ilia, Kari Gran, Madison Reed, Rahua, RMS Beauty, Edible Beauty. Look for the 'Clean at Sephora' seal.
 - **ULTA and ulta.com** - Limited selection of natural and organic brands, including Acure, Captain Blankenship, Babo Botanicals, Andalou Naturals, Meow Meow Tweet, Weleda, Mychelle, Coola, Juice Beauty, Jane Iredale, Shea Moisture, Olivia Garden, Yes To.
 - **Nordstrom and nordstrom.com** - Look for Natural Beauty and Wellness section online and in-store. Limited selection of natural and organic brands, including Jane Iredale, Arcona, Indie Lee, Briogeo, Tata Harper, RMS Beauty, Kypri, Herbivore, Ilia, Odacite.
 - **Philadelphia area shops** - Freedom Apothecary, Kimberton Whole Foods, Ola Beauty, The Indie Shelf.
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NEXT STEPS TO BUILD A HEALTHY BEAUTY ROUTINE:

1. When you shop, look for naturals— can you swap your top 5 most frequently used products to reduce your exposure to unwanted ingredients?
2. Pamper naturally— what are a few healthy, beautifying ways to treat yourself and pamper yourself during treatment and beyond?

NOTE: The information in this guide is not intended to diagnose, treat, or prevent illness. It should not be seen as medical advice and is not meant to take the place of your seeing licensed health professionals. Please consult your doctor or professional health care advisor regarding your specific health care needs.

HEALTHY UPGRADES FOR TREATING HAIR

Relaxers/straightening: Currently, there is no true healthy alternative to traditional hair relaxers. However, many brands listed in this guide offer deep conditioning and smoothing products for coarse and curly hair types.

Color treating: Remember that your hair dye use is only one factor in the formation of breast cancer in the body. Depending on your routine, it could be a frequent risk or an occasional one.

When in doubt, go with a safer product. There are increasingly more and better options for safer hair dye choices – ask for natural hair dye options at your favorite salon, or seek out a salon that uses only natural products. Note that most of these products will be a healthier choice, but not organic, due to the nature of hair dye.

Natural and Organic Product Suggestions

(a few to get you started - you will find many more!)

FACE:

Natural Skincare (cleansers, toners, serums, moisturizers):

ABA Love Apothecary

Acure [*use code 'Unite for Her' for 40% off*
acure.com]

Andalou Naturals

Arcona

Aubrey Organics

Beautycounter

Biossance

Blissoma

Derma-e

Dr. Hauschka

Indie Lee

Inua Naturals

Jacq's Organics

John Masters Organics

Josh Rosebrook

Juice Beauty

Kahina Giving Beauty

Kari Gran Skincare

Laurel Organics

Leahlani Skincare

Mahalo Skincare

Mychelle

Osmia Organics

Our Village

Pai

Sibu Beauty

Skin Owl

Tata Harper Skincare

Weleda

Natural Lipsticks:

100% Pure
Axiology
Bite Beauty
Dr. Hauschka
Ilia
Jane Iredale
Kosas
Pacifica
Vapour Organic Beauty

Natural Makeup Brands:

100% Pure
Alima Pure
Beautycounter
Burt's Bees
Ecco Bella
Ilia
Jane Iredale
Mineral Fusion
Pacifica
RMS Beauty
Vapour Organic Beauty
W3ll People
Zuzu

Makeup for Women of Color:

Alima Pure
Ilia
Kosas
Laws of Nature Cosmetics
Plain Jane Beauty
Vapour Beauty

**Natural petroleum jelly/Aquaphor/
Vaseline alternative (made with
beeswax and natural oils):**

Waxelene

Hand sanitizer:

Cleanwell
Desert Essence Burt's Bees

Dr. Bronners
EO
Hand San
Honest Company
Jao

BODY: Body or Hand moisturizers:

100% Pure
54 Thrones
Acure [*use code 'Unite for Her' for 40% off
acure.com*]
All Good
Badger
Beneath Your Mask
Buck Naked Soap Company
CV Skinlabs
EO
Everyday Shea
Hanahana Beauty
Inua Naturals
Jacq's Organics
Nature's Gate
Nubian Heritage
Organic Bath Co
Shea Moisture

Hair products:

100% Pure
Acure [*use code 'Unite for Her' for 40% off
acure.com*]
Briogeo
Captain Blankenship
Desert Essence
Josh Rosebrook
Neuma
Rahua
Seed Phytonutrients
Shea Moisture
True Botanicals
Whole Foods brand

African American Hair:

Alaffia
Alodia Hair Care
Bee Mine
Briogeo
Feng Shui Naturals
Innersense
Jim + Henry
Kreyol Essence
Nubian Heritage
Shea Moisture
Teareign
The Afro Hair + Skin Company

Deodorant:

Acure
Blissoma
Cleo + Coco
Meow Meow Tweet
Nourish Organic
Nubian Heritage
Piperwai
Saige + Ivy
Schmidt's

Ammonia-free at-home haircolor: look for/ask your salon for ammonia-free, as well as free of resorcinol and PPD

Hairprint (natural grey coverage)
Madison Reed

Cleaning products:

Biokleen
Branch Basics
Cleanwell
Dr. Bronner's
Earth Friendly Products (ECOS brand)
Ecover
Seventh Generation
The Honest Company

Sunscreens (check out the EWG Guide to Sunscreens for specific product names, at ewg.org/sunscreen):

All Good
Aubrey Organics
Babo Botanicals
Badger
Bare Republic
California Baby
Coola
Eleven by Venus Williams
Goddess Garden
Juice Beauty
Love Sun Body
Mychelle
Nature's Gate
Suntegrity

Bug Sprays:

Badger
Zoe Organics

*For combination of documented effectiveness and least toxic exposure, look for a bug spray with picaridin as the active ingredient. See the EWG's Guide to Bug Repellents at ewg.org/research/ewgs-guide-bug-repellents

Liquid soaps and body washes:

100% Pure
Badger
Dr. Bronner's
EO
Everyday Shea
Honest
Kiss My Face
Seventhth Generation

Feminine Care:

Cora
Diva Cup
Honest
HoneyPot
Just
Lena Cup
Lola
Lunette Cup
NatraCare
O.B. Organic
Oi
OrgaNYC
Rael
Saalt Cup
SHE
Seventh Generation
Sustain
Tampax Pure

Lubricants and Vaginal Moisturizers:

Ah Yes
Good Clean Love
Sliquid
Sustain
Uberlube
Woo

Toothpaste\Mouthwash:

David's Premium Natural
Jason
Nature's Gate
The Honest Company
Tom's of Maine
Weleda

Nail Polish: (Look for 3-Free, 4-Free, 5-Free)

100% Pure
Aila
Gabriel
Mineral Fusion
Pacifica
Piggy Paint
Priti NYC
RBG
RMS Beauty
Sheswai
Tenoverten
Zoya

HOME: Naturally scented, nontoxic candles:

Cultivar
Big Dipper Wax Works
Good Earth
Neom Organics
Red Flower
Way Out Wax

Phthalate-free perfumes:

Aftelier Perfumes
Florescent
Honore des Pres
LURK
Pacifica
Strange Invisible Perfumes
Tsi-La

Shave Creams:

Avalon Organics
Dr. Bronner's
Kiss My Face
NOW Foods
Weleda

