



# HER beauty

## PRODUCT GUIDE



# 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](http://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

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*“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

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# 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](https://cosmeticsdatabase.com)) as well as the Non-Toxic Black Beauty Database ([safecosmetics.com](https://safecosmetics.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.



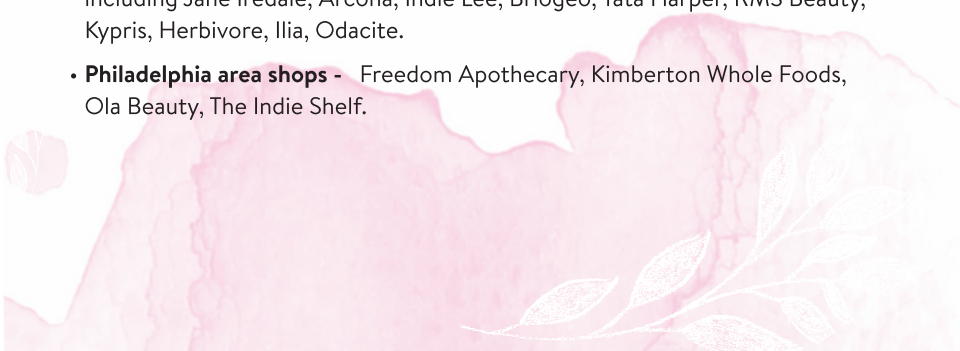
**Made Safe.** This certifies that a product hasn't been made with ingredients known to cause human health harm, including endocrine disruptors, carcinogens, and reproductive toxins.



**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, 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:

ABA Love Apothecary

Acure

Andalou Naturals

Arcona

Aubrey Organics

Beautycounter

Biossance

Blissoma

Cocokind

Derma-e

Dr. Hauschka

Herbivore

Indie Lee

Inua Naturals

Jacq's Organics

John Masters Organics

Josh Rosebrook

Juice Beauty

Kahina Giving Beauty

Kari Gran Skincare

Klur

Laurel Organics

Leahlani Skincare

Mahalo Skincare

Mychelle

Osea

Osmia Organics

Our Village

Pai

Sibu Beauty

Skin Owl

Tata Harper Skincare

Three Ships

Ursa Major

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  
Au Naturelle  
Beautycounter  
Burt's Bees  
Clove + Hallow  
Ecco Bella  
Erin's Faces  
Ilia  
Jane Iredale  
Kosas  
Lily Lolo  
Merit Beauty  
Mineral Fusion  
Pacifica  
Red Apple Lipstick  
RMS Beauty  
Vapour Organic Beauty  
W3ll People  
Zuzu

**Makeup for Women of Color:**

Alima Pure  
Ilia  
Kosas  
Laws of Nature Cosmetics  
Non-Toxic Black Beauty Database  
Plain Jane Beauty  
Vapour Beauty

**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  
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  
Non-Toxic Black Beauty Database  
Nubian Heritage  
Shea Moisture  
Teareign  
The Afro Hair + Skin Company

**Deodorant:**

Acure  
Blissoma  
Cleo + Coco  
Humble  
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, free of resorcinol and PPD**

Hairprint (natural grey coverage)  
Madison Reed

**Cleaning products:**

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

**Sunscreens (check out the EWG Guide to Sunscreens at [ewg.org/sunscreens](http://ewg.org/sunscreens)):**

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

**Bug Sprays:**

Badger  
Nantucket Spider  
Zoe Organics

\*For combination of documented effectiveness and least toxic exposure, look for a bug spray with picaridin as the active ingredient.

**Liquid soaps and body washes:**

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

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

Waxelene

**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  
Risewell  
The Honest Company  
Tom's of Maine  
Weleda

**Self-Tanner:**

Chocolate Sun  
Suntegrity  
Beauty by Earth

**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: Nontoxic candles:**

Cultivar  
Big Dipper Wax Works  
Fontana Candle Co.  
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

**Lash/Brow Growth:**

Maya Chia Powerful  
Plume Science

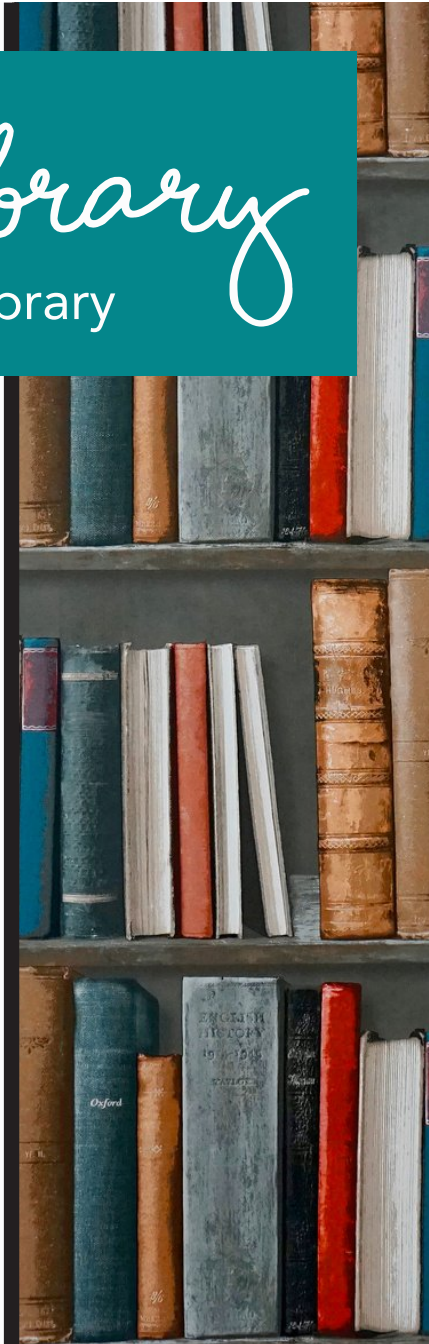
# HER library

[uniteforher.org/herlibrary](http://uniteforher.org/herlibrary)

*Free with your Wellness Passport*

## Inspiring Wellness Videos On Demand

- Watch episodes of "Ask the Experts" and "HER Speaker Series"
- Yoga and guided meditation videos
- Recipes from our Registered Dietitians
- Healthy beauty tips





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