

# WHY TOXIN-FREE PRODUCTS?

## The Major Toxic Ingredients to Avoid

**Alcohol, Isopropyl (SD-40):** A very drying and irritating solvent and dehydrator that strips skin's moisture and natural immune barrier. May cause headaches, flushing, dizziness, mental depression, nausea, vomiting, anesthesia, and coma. Fatal ingested dose is one ounce or less.

**DEA (Diethanolamine), MEA (Monoethanolamine), & TEA (Triethanolamine):** Skin and eye irritants, causing contact dermatitis. Easily absorbed through the skin and accumulates in body organs, even the brain. Used to create foam in products like shampoo, shaving creams, and bubble bath. Repeated skin applications of DEA-based detergents resulted in a major increase in the incidence of liver and kidney cancer.

**Dioxin:** You will not see this chemical name on an ingredient listing. It is often contained in antibacterial ingredients such as triclosan, emulsifiers, PEGs and ethoxylated cleansers such as Sodium Laureth Sulfate. Dioxin literally modifies the functioning and genetic mechanism of the cell, causing a wide range of effects, from cancer to reduced immunity to nervous system disorders to miscarriages and birth deformity. The tiniest amount can cause damage, and our bodies have no defense against it. The most visible example was Yushchenko, the new Ukrainian President, who suffered from dioxin poisoning and seemed to age overnight.

**DMDM Hydantoin & Urea (Imidazolidinyl):** Just two of many preservatives that often release formaldehyde which may cause joint pain, skin reactions, allergies, depression, headaches, chest pains, ear infections, chronic fatigue, dizziness, and loss of sleep. Exposure may also irritate the respiratory system, trigger heart palpitations or asthma, and aggravate coughs and colds. Other possible side effects include weakening the immune system and cancer.

**FD&C Color Pigments:** Synthetic colors made from coal tar, containing heavy metal salts that deposit toxins onto the skin, causing skin sensitivity and irritation. Absorption of certain colors can cause depletion of oxygen in the body and death. Animal studies have shown almost all of them to be carcinogenic.

**Fluoride:** Check out your tube of toothpaste and avoid Fluoride! Since April Of 1997, all toothpaste containing fluoride in the US must carry a warning label advising parents what to do if their child swallows more than the pea-size brushing amount. There is a good reason for that warning – one tube of toothpaste contains enough fluoride to kill a two-year-old child. The FDA lists fluoride as an “unapproved new drug” and the EPA lists fluoride as a “contaminant”. Fluoride has NEVER received ‘FDA Approval’. It has been linked to fluorosis in children, Acne, Alzheimer's, kidney damage, gastrointestinal problems, cancer, genetic damage, neurological impairment, bone and tooth decay, etc.

**Fragrances:** Mostly synthetic ingredients, fragrances can indicate the presence of up to 4,000 separate ingredients, many toxic or carcinogenic. Symptoms reported to the FDA include headaches, dizziness, allergic rashes, skin discoloration, violent coughing and vomiting, and skin irritation. Clinical observation proves fragrances can affect the central nervous system, causing depression, hyperactivity, irritability, inability to cope, and other behavioral changes.

**Phthalates:** These are xenoestrogens - hormone disruptors. They are commonly found in many products, although usually not listed on the labels; especially nail polish, perfumes, hair sprays and skin care lotions as well as personal care and household products. Health effects include damage to the liver and kidneys, birth defects, decreased sperm counts, early puberty onset in girls and early breast development in girls and boys.

**Polyethylene glycol (PEG):** Made by ethoxylating Propylene Glycol. Dangerous levels of dioxin have been found as a manufacturing by-product of the ethoxylation process. PEG based ingredients are in a wide variety of personal care, baby care and sunscreens.

**Propylene Glycol (PG) and Butylene Glycol:** Petroleum plastics which act as surfactants (wetting agents and solvents). They easily penetrate the skin and can weaken protein and cellular structure. The EPA considers PG so toxic that it requires workers to wear protective gloves, clothing and goggles and to dispose of any PG solutions by burying in the ground. Because PG penetrates the skin so quickly, the EPA warns against skin contact to prevent consequences such as brain, liver, and kidney abnormalities. But there isn't even a warning label on products such as stick deodorants, where the concentration is greater than in most industrial applications.

**Sodium Lauryl Sulfate (SLS) and Sodium Laureth Sulfate (SLES):** Detergents and surfactants that pose serious health threats. Used in car washes, garage floor cleaners and engine degreasers and in 90% of personal-care products that foam. Animals exposed to SLS experienced eye damage, depression, labored breathing, diarrhea, severe skin irritation, and even death. SLS may also damage the skin's immune system by causing layers to separate and inflame. When combined with other chemicals, SLS can be transformed into nitrosamines, a potent class of carcinogens.

**Triclosan:** A synthetic "antibacterial" ingredient with a chemical structure similar to Agent Orange! The EPA registers it as a pesticide, giving it high scores as a risk to both human health and the environment. It is classified as a chlorophenol, a class of chemicals suspected of causing cancer in humans. Its manufacturing process may produce dioxin, a powerful hormone-disrupting chemical with toxic effects measured in the parts per trillion; that is only one drop in 300 Olympic-size swimming pools! Hormone disruptors pose enormous long-term chronic health risks by interfering with the way hormones perform, such as changing genetic material, decreasing fertility and sexual function, and fostering birth defects. Tufts University School of Medicine says that triclosan is capable of forcing the emergence of 'super bugs' that it cannot kill. Its widespread use in popular antibacterial cleansers, toothpastes and household products may have nightmare implications for our future.

**Sodium Hydroxide:** This is a poison (caustic lye) found in drain cleaners. The warning label on sodium hydroxide products reads “POISON, May be fatal or cause permanent damage if swallowed. May cause blindness. Avoid contact with skin, eyes, mouth and clothing”.

**Parabens:** Studies show that parabens, alkyl hydroxy parabens, alpha hydroxy benzoate (methyl-, ethyl-, propyl- and butyl-parabens) are weakly estrogenic.

**Mineral Oil:** Petroleum by-product that coats the skin similar to plastic wrap, clogging the pores. Interferes with the skin's ability to eliminate toxins, promoting acne and other disorders. Slows down skin function and cell development, resulting in premature aging.

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## **“We look good, we smell good, and we have just exposed ourselves to 200 different chemicals a day through cosmetics” U.S. News & World Report**

**You may be saying: There are carcinogens and reproductive toxins in my personal care products?** You may conclude that requiring companies to disclose if not entirely eliminate possible toxic ingredients seems sensible. After all what you put on your skin can go into your body to affect your health and sense of well-being either negatively or positively. As your body’s largest organ, your skin is your most important immune defense barrier as well as your largest organ for eliminating waste but it is not an impenetrable shield. Skin absorption is the number one form of chemical absorption and contamination. Commercial products with harmful petroleum ingredients can plasticize and “constipate” your skin, making germs more likely to get in and toxins less likely to get out of your body. The result: Neither you or your skin is as radiant and healthy as you could be; as is evident with increased skin irritations, itching, inflammation and the appearance of acne, brown spots, saggy skin, rosacea, wrinkles and fine lines to name a few.

**FDA & the Self-Regulated Chemical & Cosmetic Industry:** Every day we use products that we think are safe; but the truth is that products are NOT always safe and manufacturers don’t have to tell us so. Yes, believe it or not ever since 1938 when the FDA granted self-regulation to the cosmetics industry- such products can be marketed without government approval of ingredients, regardless of what tests show.

Most of the 25,000 chemicals used, have not been tested for long-term toxic effects. In a typical day, you may be exposed to over 200 different chemicals, many of which are suspected of causing cancer or disrupting your hormones. Yes, it is trace amounts but the accumulative affects could be devastating for people suffering serious illnesses, cancer/disease, immune disorders, babies, pregnancy, etc.

EPA tests conclude that ingredients in shampoos, dyes, and other personal care products “may be playing havoc with hormones that control reproduction and development.” Medical research, including Brunell University, Tufts University, Boston Research Center, and Centers of Disease Control has found these chemicals absorb through the skin and often remain in fat tissue for indefinite periods of time. These chemicals are present in our personal care, oral care and household cleaning products. Constant daily exposure slowly weakens the immune system causing longer recovery time from surgery, stress and illness. And contribute to allergies, respiratory ailments, hormone disruption, memory lapse, nervous system disorders, birth defects, sterility, cancer and other diseases as well. Perhaps the most dramatic recent example is that Parabens (a chemical used as a preservative in many personal care products) was found in breast tumors.

**What about Natural Products?** Claims written on many cosmetics and personal care products are not backed up by any federal agency. Anne Singer of the Environmental Working Group says “(The FDA) tried to insist in the ‘70’s that if a product had the word “hypoallergenic” or “dermatologist-tested” or “fragrance-free” on it that it mean something. The FDA has tried to write guidelines for the phrases that the marketers invented. But it’s an empty statement if the body lotion you buy says “noncomedogenic” (doesn’t cause pimples), it doesn’t mean anything in the real world. There’s no standard.” “Natural” is an over-used word to make the general public think that it is a pure product and that it doesn’t contain any chemicals. But unfortunately Propylene Glycol, Methyl & Propyl Parabens, Sodium Lauryl Sulfate, DEA, Imidazolodiny Urea, etc. are found in many “natural” products.

**What is Being Done and What Can I Do?** So with Gov. Arnold Schwarzenegger and the state of California getting involved with the passage of the **California Safe Cosmetics Act of 2005**, requiring any company that sells personal care products to disclose to DHS any ingredient deemed to be a carcinogenic or reproductive toxin; only confirms that we must be proactive about the choices we make for our own health and the health and wellness of our families. Please read your product labels and choose products free of any toxic, poisonous or carcinogenic ingredients. Your body will thank you!

**What Are We Doing?** We are committed to providing families with Purely Green Organic, Toxin-Free Products & Accessories. In fact, we feel so strongly about our mission that we have set-up **The Sandra Moroni Endowment Fund for Comfort Therapies** at several hospitals. Through the purchase of any of our products, a percentage of our net proceeds will be donated to provide alternative therapies including: naturopathy, massage, counseling, skin & body care and other comfort therapies that promote healing & relaxation and decrease stress; free of charge for cancer patients who lack the ability to pay for those services. Our goal is to expand this foundation to include cancer patients from every major hospital in the country.