

# TOXINS: let's identify and remove them from our makeup

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To use your guide:

1. Cut along outer black line
2. Fold on grey lines

IDENTIFYING  
NINE TOXINS  
IN COSMETICS



MELISSA  
POEPPING

## BISMUTH

**WHY WE HATE IT:** although not toxic in loose mineral makeup, this is a skin irritant and is often the culprit for breakouts and irritation, as it gets worked into pores.

As a foundation ingredient, it can leave skin feeling dry, and makeup feeling heavy. Other ingredients that leave your skin feeling heavy, although non-toxic, are cornstarch and arrow-root powder.

**WHERE YOU'LL FIND IT:** mineral-based cosmetics

## CARBON BLACK

**WHY WE HATE IT:** classified as a possible human carcinogen, the FDA has limited its use to 10ppm and the Environmental Working Group scored this ingredient at a safe rating in certain products and must meet certain restrictions, and is rated as a hazard in others. Safe level products: eyeliners, mascara. Products to avoid: aerosols, sprays, loose mineral, facial cleansers/creams.

**WHERE YOU'LL FIND IT:** eyeliner, mascara, gels, creams, lotions

**ON LABELS:** CI 77266 or Black no. 2 D&C

## COMEDOGENIC

**WHAT IT IS:** a category of ingredients pertaining to viscosity. The thicker the viscosity, the more likely it is to cause breakouts, blemishes, and blackheads, as it carries a high likelihood of clogging pores.

**ON LABELS:** Coconut Oil, Cocoa Butter, and Wheat Germ Oil, though not toxic, have the highest comedogenic rating and should be avoided. The following oils have a moderate rating, but should be avoided if you are prone to breakouts: Sweet Almond, Grapeseed, Jojoba, Olive, and Avocado Oils.

## FD&C and D&C DYES

**WHAT IT IS:** dyes derived from coal tar

**WHY WE HATE IT:** synthetic dyes are where you find contamination from lead, cadmium, and arsenic. Categorically, these have been linked to cancer, neurological disorders, and reproductive toxicity.

**ON LABELS:** FD&C + color + number.  
Ex: FD&C Yellow No. 5

**WHERE YOU'LL FIND IT:** eyeshadow, blush, lipstick, foundation, concealer, lip gloss, eyeliner, and mascara

## FRAGRANCE

**WHY WE HATE IT:** an undisclosed collection of toxic chemicals

**WHY WE HATE IT:** short-term toxicity includes coughing, skin irritation, headaches, nausea, and irritability. Long-term toxicity includes cancer, lung disease, heart disease, and reproductive complications.

**WHERE YOU'LL FIND IT:** most cosmetics

## LAKE DYES

**WHAT IT IS:** a man-made combination of dyes and a substrate material such as aluminum or barium. They are created by precipitating a dye with an inert binder, or mordant, usually a metallic salt.

**ON LABELS:** color + lake (with or without number)  
Ex: Yellow 6 Lake

**WHERE YOU'LL FIND IT:** eyeshadow, blush, lipstick, foundation, concealer, lip gloss, eyeliner, and mascara

## PARABENS

aka methyl, ethyl, butyl...

**WHAT IT IS:** controversial preservatives

**WHY WE HATE IT:** a 1996 study biopsied 20 breast cancer tumors and found parabens in the tissue of each. The conclusion: "detection in human breast tumors is of concern as parabens have been shown to mimic the action of estrogen."

**WHERE YOU'LL FIND IT:** cosmetics, bath and body products, shampoos and conditioners

## PHENOXYETHANOL

**WHAT IT IS:** a preservative and stabilizer

**WHY WE HATE IT:** neurotoxin and carcinogen

**WHERE YOU'LL FIND IT:** cosmetics, soaps, shampoos and conditioners, lotions, moisturizers, perfumes, sunscreen, hair color, nail polish, and baby wipes

## TALC

**WHAT IT IS:** a clay mineral when crushed into powder is known as talcum powder

**WHY WE HATE IT:** a known carcinogen

BEAUTY  
WITHOUT  
COMPROMISE

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DO YOU REALIZE  
MOST WOMEN  
GO THROUGH  
LIFE ACCEPTING  
MOST THINGS  
AS "NORMAL?"  
FRIENDS, YOU ARE  
NOT MOST PEOPLE  
AND IT'S TIME  
TO START  
QUESTIONING THE  
STATUS QUO.

Let's take a peek at your  
most commonly used  
products and do a  
once-over on the ingredient  
list. Here is what I  
encourage you to look for  
today: 9 TOXINS.  
Here we go!