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# Project Green Challenge Greener



- I will definitely be sticking to the Acure brightening facial scrub, because I think that it's important to be 100% sure what you're putting on & inside your body is completely safe for you and the environment.

## My Product

The product I chose is the brightening facial scrub from Acure. According to the "Think Dirty" app, my product had a rating of 3. The most hazardous aspect of my products is its carcinogenicity. The reason for this being there isn't a lot of information put in for the ingredients involved, such as rose hips, and saponified organic cocos nucifera, and there was a contamination concern with sodium PCA. I was surprised there were any risks to this product, but considering it has such a low rating, it's not nearly as harmful compared to others.

The most hazardous ingredient in my product, is organic rosa canina (rose hips). It mentions that they have an explanation coming soon, as well as the sources, and warnings from regulatory agencies.

## Comparison

I believe that my product is a green alternative to the Kroger, "Let's be Clear" face scrub. This product contains the suspicious "fragrance", that isn't specified, and is made up of carcinogens, and synthetic substances.

The price of the Kroger face scrub is \$4.29, while the price of the Acure brightening facial scrub is \$7.25.

The Acure product is safer because...

Acure	Kroger
Sulfate & Paraben free	Carcinogens
Cruelty-free	"Fragrance"

Facebook post by Sabira Cveta Ahmic, dated 'Just now'. The post text reads: "Today is the 9th day of #PGC2017! The theme of the day is Body, and how organic personal care products benefit us and the environment, much more than those that are conventional. My assignment was to make an infographic, capturing the benefits of organic vs. conventional, while thinking of how the ingredients are incorporated throughout cosmetics, etc. 🌱". Below the text is an infographic titled "Turning Green" comparing "Conventional" and "Organic" products. The infographic lists various synthetic chemicals and their effects, and contrasts them with natural ingredients.

**Turning Green**

**Conventional vs. Organic**

- SYNTHETIC CHEMICALS**
  - + contains formaldehyde, parabens & sulfates.
  - + NOT environmentally friendly - chemical residue pollute the planet!
  - + Triclosan: an endocrine disruptor.
  - + Sodium Laureth Sulfate: irritant & carcinogen - leads to skin cancer.
- Better for the environment**
  - + Free of parabens & preservatives (instead of water)
  - + Natural oils / antioxidants
  - + Natural minerals - protect skin from premature aging.

The infographic also includes a small image of a book titled "CLARIFY" and a diagram of a human body.

## Social Media Post