

Team Name: Sustainable Urban Pioneers

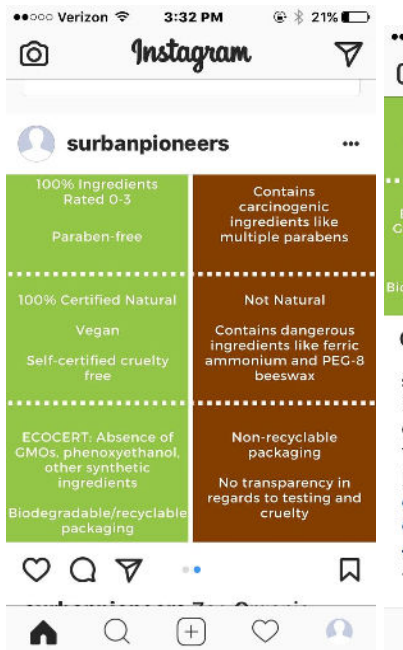
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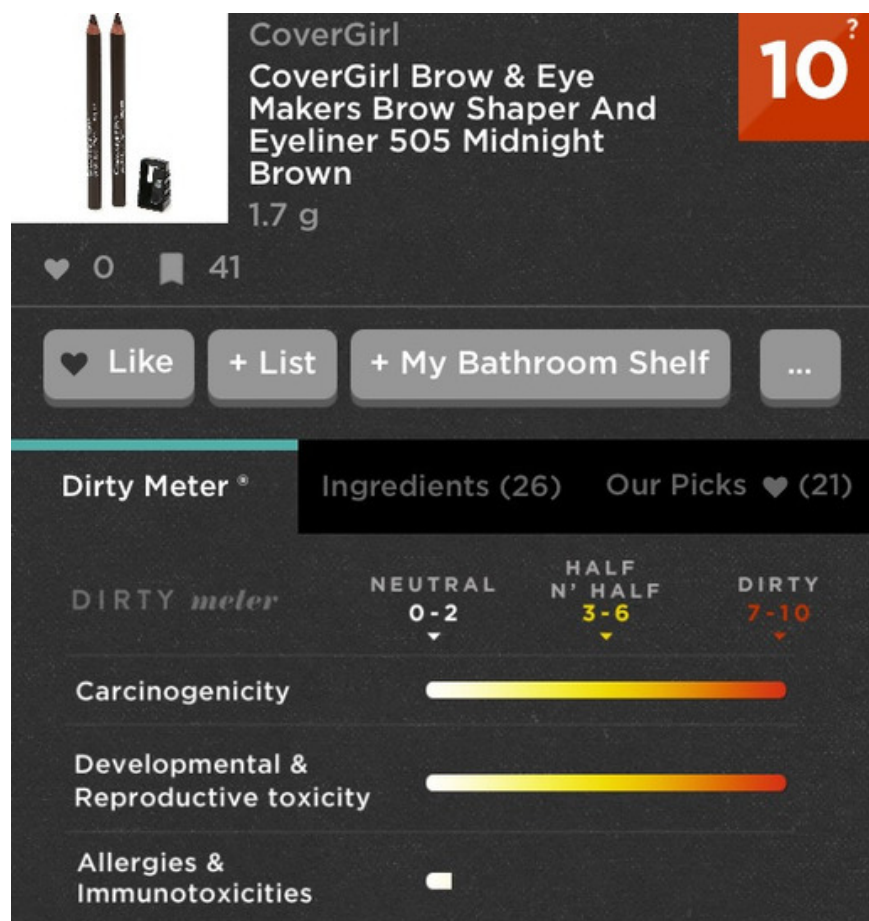
Screenshots:



Every day I use...

COVERGIRL BROW & EYEMAKERS PENCIL

to make sure my brows are on point



However, I used the Think Dirty App and was shocked to see that this product I use daily had an overall hazard rating of 10, the highest rating possible. This product's ingredients have potential serious negative long term health effects.

SO WHAT'S REALLY IN THIS PENCIL?



BUTYLPARABEN

A preservative that is toxic to reproduction, a hormone disruptor, and a carcinogen

METHYLPARABEN

Some studies of breast tumors show a build up of methylparabens in the breast tissue

FERRIC AMMONIUM

A colorant that can be toxic to organ systems

PEG-8 BEESWAX

A thickener that can cause irritation when contact with eyes and skin. There are no restrictions to its use, but when they are used in combination with other chemicals PEG-8 Beeswax can be carcinogenic

It's time to make a

CHANGE

Let's find a more sustainable alternative



ZAO ORGANIC MAKEUP PENCIL

VERSUS

COVERGIRL BROW PENCIL

COMPARING A SUSTAINABLE ALTERNATIVE



Overall Hazard
Rating: 0

100% Ingredients
Rated 0-3

Paraben-free

100% Certified Natural

Vegan

Self-certified cruelty
free

ECOCERT: Absence of
GMOs, phenoxyethanol,
other synthetic
ingredients

Biodegradable/recyclable
packaging

Overall Hazard
Rating: 10

Contains
carcinogenic
ingredients like
multiple parabens

Not Natural

Contains dangerous
ingredients like ferric
ammonium and PEG-8
beeswax

Non-recyclable
packaging

No transparency in
regards to testing and
cruelty

THE COST

Zao Organic Make-Up Pencil: \$20.20

CoverGirl Brow Pencil: \$6.76

Your long-term health: Priceless

BEAUTY

doesn't have to be dirty

MAKE THE CLEAN CHOICE

Take the pledge:

I pledge to make the switch to a more eco-friendly alternative. I will look at ingredient lists before purchasing an item. Synthetic ingredients are not good for me, my body, or the planet. I pledge to use the "Think Dirty" app to identify and buy safer alternatives and support ethical brands with my future purchases.