

The Green Queens- Sarah

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Jericho High School

Day 9: Body

Greener

# TOXIC COSMETICS



## Conventional

The product I can't live without is Herbal Essences Color Me Happy. I love this shampoo and use it all the time! It makes my hair super soft and leaves it smelling great!

However, using the amazing app, Think Dirty, I discovered that the overall hazard rating for this shampoo is a 9! I am absolutely horrified that I have been using something so harmful in my hair for the past 10 years!

**Think Dirty** Shop

Herbal Essences  
Herbal Essences Colour Me Happy Shampoo  
355.0 ml

9

♥ 0 📄 13

♥ Like + List + My Bathroom Shelf ...

Dirty Meter Ingredients (22) Our Picks ♥ (75)

DIRTY meter NEUTRAL 0-2 HALF N' HALF 3-6 DIRTY 7-10

Carcinogenicity

Developmental & Reproductive toxicity

Allergies & Immunotoxicities

Tap ingredients tab to find out more about detailed ingredients list!

Disclaimer

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Dirty Meter Ingredients (22) Our Picks ♥ (75)

■ CLEAN ■ HALF N' HALF ■ DIRTY

FRAGRANCE	9
COCAMIDE MEA	5
SODIUM LAURETH SULFATE	4
SODIUM LAURYL SULFATE	4
COCAMIDOPROPYL BETAINE	3
SODIUM CITRATE	3
SODIUM BENZOATE	3
TETRASODIUM EDTA	3

Ingredients: Water, Sodium Laureth Sulfate, Sodium Lauryl Sulfate, Cocamidopropyl Betaine, Citric Acid, Passiflora Incarnata Flower Extract, Zea Mays (Corn) Silk Extract, Rosa Centifolia Flower Extract, Fragrance, Sodium Citrate, Sodium Xylenesulfonate, Cocamide Mea, Sodium Chloride, Sodium Benzoate, Tetrasodium EDTA, Guar Hydroxypropyltrimonium Chloride, Linoleamidopropyl PG-Dimonium Chloride Phosphate, Methylchloroisothiazolinone, Methylisothiazolinone, Red 33, Red 4, Yellow 10.

# Harms of my Conventional Shampoo

This product had many hazardous ingredients including fragrance, cocamide mea, sodium laureth sulfate, and sodium lauryl sulfate. Other ingredients not on the Think Dirty app that are also dangerous are Methylchloroisothiazolinone, and Methylisothiazolinone, both of which have been linked to lung toxicity, and possible neurotoxicity!



The ingredient with the highest hazard rating according to Think Dirty is fragrance, which has a rating of 9. This ingredient is very dangerous because we don't know what's in it! There's over 3,000 ingredients in fragrance, but none of them are listed because it is not required by the law! For all we know, this can have chemicals that can cause cancer and other diseases!

# THE ALTERNATIVE



The safer,  
alternative product  
I found was **ULTRA-  
HYDRATING  
SHAMPOO**  
from Acure, which  
costs \$9.99.  
<https://www.acureorganics.com/hair/ultra-hydrating-shampoo.html>

The ingredients are:

water/eau, aloe barbadensis leaf juice, euterpe oleracea (acai) fruit extract\*, rubus fruticosus (blackberry) fruit extract\*, rosa canina (rosehips) fruit extract\*, punica granatum (pomegranate) fruit extract\*, calendula officinalis (calendula) flower extract\*, matricaria recutita (chamomile) flower extract\*, aspalathus linearis (rooibos) leaf extract\*, sodium lauroyl methyl isethionate, betaine, sodium methyl cocoyl taurate, sodium cocoyl glutamate, glycerin, guar hydroxypropyltrimonium chloride, potassium sorbate, argania spinosa (argan) kernel oil\*, hippophae rhamnoides (sea buckthorn) seed oil\*, tocopherol acetate, curcubita pepo (pumpkin) seed oil\*, natural benzaldehyde, cinnamomum aromaticum (cassia bark) oil, ubiquinone (CoQ10), argania spinosa callus (argan) culture extract, prunus amygdalus dulcis (sweet almond) seed extract. \*organic ingredient

# Are your Cosmetics Safe?

## CONVENTIONAL VERSUS ALTERNATIVE

### Conventional: Herbal Essences Color me Happy Shampoo



Cost:  
\$3.99

Think Dirty Rating: 9

Harmful Ingredients: Fragrance,  
Sodium laureth sulfate,  
Methylchloroisothiazolinone (CMIT)  
and Methylisothiazolinone (MIT)

Overall, this shampoo is very dangerous because we don't know what's IN the fragrance used because companies do not have to disclose that information! That means we don't even know what chemicals and toxins are going on our body. Additionally, the product uses CMIT and MIT, which have both been linked to lung toxicity and neurotoxicity

### Alternative: Acure's Ultra- Hydrating Shampoo



Cost:  
\$9.99

Think Dirty Rating: 0

Harmful  
Ingredients: **NONE**

This alternative shampoo is **ALL NATURAL** and uses **ORGANIC** ingredients! According to the Think Dirty App, all ingredients in the product are **CLEAN!** It's also **cruelty free, vegan** and contains **NO synthetic fragrance!**



# Why Acure?

*The Acure Shampoo is a safer choice because the product is cruelty free and vegan! Additionally, all ingredients are natural, and organic.*

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Another reason why Acure's Ultra- Hydrating Shampoo is safer and healthier is because it uses NO synthetic fragrances, unlike my conventional shampoo.

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**Although Acure's Ultra- Hydrating Shampoo is slightly more expensive compared to my old Herbal Essences shampoo, I WILL be making the switch! To me, my body and health is worth more than paying more money for a safer product that will keep me safe! Additionally, Acure's shampoo uses organic and natural ingredients, which is so much better and safer than the chemicals in my Herbal Essences shampoo!**

# Social Media Post

Are your Cosmetics Safe?

**CONVENTIONAL**

VERSUS

**ALTERNATIVE**

Conventional: Herbal Essences Color me Happy Shampoo	Alternative: Acure's Ultra-Hydrating Shampoo
 Cost: \$3.99	 Cost: \$9.99
Think Dirty Rating: 9	Think Dirty Rating: 0
Harmful Ingredients: Fragrance, Sodium laureth sulfate, Methylchloroisothiazolinone (CMIT) and Methylisothiazolinone (MIT)	Harmful Ingredients: <b>NONE</b>
Overall, this shampoo is very dangerous because we don't know what's IN the fragrance used because companies do not have to disclose that information! That means we don't even know what chemicals and toxins are going on our body. Additionally, the product uses CMIT and MIT have both been linked to lung toxicity and neurotoxicity	This alternative shampoo is <b>ALL NATURAL</b> and uses <b>ORGANIC</b> ingredients! According to the Think Dirty App, all ingredients in the product are <b>CLEAN!</b> It's also <b>cruelty free, vegan</b> and contains <b>NO synthetic fragrance!</b>



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Follow

the.green.queens Did you know that the average women wears nearly 516 chemicals a day? And that our skin absorbs 60% of products we put on it? Today, we learned about the dangers of our body products we use every day. For example, Herbal Essences, my favorite shampoo, contains so many chemicals that can cause diseases! Make the switch to healthier, alternative body products, such as Acure, today! #pcg2017 #body @turninggreenorg @safecosmeticsHQ @madesafeHQ



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