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One of the beauty products I use is “miracle deep conditioner plus keratin” from the brand “it’s a 10”. Every day, after showering at night, I rub it through my hair and it makes my hair softer and prevents knotting. Therefore, I sleep with this product in my hair every night.

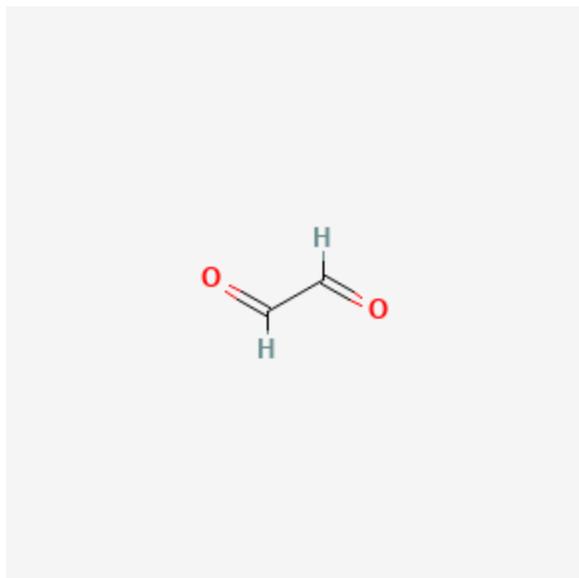


I looked at the ingredients on the bottle and found I could pronounce around half of its **43 total ingredients**. In fact, I recorded the audio of me trying to pronounce its ingredients at this link:

<https://drive.google.com/file/d/1JX-Io2QBFvCzXpf0qGXIn7Dl6Q4pWGDk/view?usp=sharing>

After seeing its ingredients, I searched for this product on the EWG's Skin Deep database. I was horrified to see it was rated as one of the worst conditioners, with a score of 7 - high hazard. 16 of its ingredients have been correlated with negative health effects!

Image source: [Pub Chem](#)



The most hazardous ingredient in my product, with a score of 9 out of 10, was glyoxal. Glyoxal is an antimicrobial ingredient that functions by forming formaldehyde. People exposed to formaldehyde-releasing ingredients like Glyoxal may develop an allergy to formaldehyde or the formaldehyde-releasing chemical itself. Also, Glyoxal can cause formaldehyde contamination

in the product which is very dangerous. Formaldehyde is a highly toxic poison. Formaldehyde vapor is a severe respiratory tract and skin irritant that can cause dizziness or suffocation.

Glyoxal is classified as an irritant, probably due to its relation to formaldehyde. Its non-reproductive organ system toxicity was classified as a high health priority. Glyoxal also unfortunately poses occupational hazards for the people who manufacture products that contain it. I decided to do more research on my hair product and found that, while most people said it was the best product they have ever used for tangles, some customers said **THEY LOST THEIR HAIR AFTERWARDS!** This is no surprise with the **MANY** toxic chemicals within my conditioner.

Not only did my conditioner have an atrocious health impact, but it also had a terrible environmental impact. The few ingredients of my products that were not causing serious detriment to my health were causing negative environmental impacts. My product contained oils with high carbon footprints like sweet almond oil. Almond nuts are one of the most water-intensive nuts to grow and have a high carbon footprint. Therefore, their oil is likely to share this high environmental detriment.

I have decided to never use this product again and to find an environmentally friendly alternative. I searched on the [Acure](#) website for a strong moisturizing conditioner and found the product “ULTRA HYDRATING CONDITIONER” from Acure. The product’s ingredient list was WATER (EAU), CETEARYL ALCOHOL, GLYCERIN, BEHENTRIMONIUM CHLORIDE, GLYCERYL STEARATE, STEARALKONIUM CHLORIDE, SORBITAN OLIVATE, CETEARYL GLUCOSIDE, PANTHENOL, TOCOPHERYL ACETATE, ARGANIA SPINOSA KERNEL OIL*, CUCURBITA PEPO (PUMPKIN) SEED OIL, RUBUS FRUTICOSUS (BLACKBERRY) FRUIT EXTRACT*, CHAMOMILLA RECUTITA (MATRICARIA) FLOWER EXTRACT*, EUTERPE OLERACEA FRUIT EXTRACT*, ROSA CANINA FRUIT EXTRACT*, CALENDULA OFFICINALIS FLOWER EXTRACT*, ASPALATHUS LINEARIS LEAF EXTRACT*, PUNICA GRANATUM EXTRACT*, PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) SEED EXTRACT, THEOBROMA CACAO (COCOA) SEED BUTTER, CINNAMOMUM CASSIA BARK OIL, ARGININE, LACTIC ACID, SODIUM LEVULINATE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, CETYL ALCOHOL, BENZALDEHYDE, POTASSIUM SORBATE, SODIUM HYDROXIDE. *CERTIFIED ORGANIC.

The conscious product has important health and environmental benefits. It has none of the many chemicals marked as a danger in my old conditioner and uses lower-impact extracts and oils. The cost of the conventional product was \$23 while the cost of the conscious product is only \$10! I will definitely make the switch as I strongly value my hair not falling out, my old product had many adverse health effects, and the conscious product is cheaper than my old product.

On the next page is my infographic comparing the two products:

It's a 10, Miracle Leave In Plus Keratin



- Contains Glyoxal and other harmful chemicals that cause skin irritation, allergic reactions, and organ system toxicity
- Contains oils that have a large carbon footprint
- Has been linked to hair loss
- Costs \$23

Acure, Ultra Hydrating Conditioner



- Contains no chemicals linked to human health issues
- Uses oils with significantly lower carbon footprints
- No correlation with hair loss
- Costs \$10

Social media post:

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robo.rebel17 Did you know there is no regulation on the toxic chemicals within beauty products? These chemicals harm our health and the environment. I used @ewg and

My caption: Did you know there is no regulation on the toxic chemicals within beauty products? These chemicals harm our health and the environment. I used @ewg and @thinkdirty to learn about my conditioner. What I found was very disturbing. It contains chemicals that cause a variety of health issues and have been linked to hair loss! I researched alternative products and created this infographic to compare them.

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