

Project Green Challenge 2025

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Day 14 greener

1. Product Research and Comparison

Below is a detailed analysis comparing my regular personal care product with a safer, low-hazard alternative based on the Environmental Working Group's (EWG) Skin Deep database.

Feature	Kenra Platinum Dry Shampoo (Platinum) Conventional Product	Acure Dry Shampoo (Rosemary & Peppermint)
Brand	Kenra Professional	Acure Organics
Type	Haircare – Aerosol Dry Shampoo	Haircare – Non-Aerosol Dry Shampoo
EWG Hazard Rating	9 / 10 (High Hazard)	1 / 10 (Low Hazard)
Most Concerning Ingredient	Hydrofluorocarbon 152A (Aerosol Propellant)	None identified as high risk
Key Ingredients	Propellants, synthetic fragrance, conditioners	Zea mays (Corn) Starch, Sodium Bicarbonate, Kaolin, Rosmarinus Officinalis (Rosemary) Leaf Oil, Mentha Piperita (Peppermint) Oil, Arrowroot Powder
Health & Environmental Impacts	• Respiratory and reproductive concerns from aerosol chemicals • Potential endocrine disruption • Air pollution and environmental persistence	• Non-toxic, biodegradable ingredients • No aerosol propellant • Safer for skin and environment
Overall Safety	High hazard products with synthetic and volatile compounds	Low hazard product made with plant-based ingredients

2. Infographic Comparison

DRY SHAMPOO SHOWDOWN: KENRA vs. ACURE



KENRA PLATINUM DRY SHAMPOO

KEY RISK:

⚠️ **EWG HAZARD RATING: 9**
(1 High!)

🧪 Hydrofluoroon 152A (Propellant)

⚠️ **CONCERN 1: TOXIC
INHALATION**

⚠️ **CONCERN 2: SYSTEMA RISKS**
(Reproductive, Endocrine)

🌐 **CONCERN 3:**
ENVIRONMENTAL PERSISTENCE



ACURE SHAMPOO (Rosemary & Peppermint)

KEY BENEFIT RATING:

✅ **Plant-Based 1 Low**

🌿 **100% VEGAN: NO AEROSOL**
(Cornstarch, Arrowroot)

🌿 **Fact 1: NO**
Parabens free

🌿 **Fact 2: SIMPLE FORMULA**
(Vegan, Paraben-Free)

♻️ **Fact 3: HIGH TRANSPARENCY**

**WHAT SURPRISED ME? High-end = high toxins.
Price does doesn't guarantee safety!**

@turninggreenorg @madesaFehq @acurebeauty
@safecossmticshq #PCC2025

3. Reflection: What Surprised Me the Most

The most shocking realization from this challenge was the complete disconnect between **marketing perception and ingredient reality**. I was most surprised to learn how many toxic chemicals can be hidden under one vague word like "fragrance," and how little the U.S. government demands in terms of public disclosure.

Before researching this challenge, I blindly trusted the labels—I truly believed that a product marketed as "premium" or "salon-quality," like the Kenra dry shampoo I've used for years, was automatically safe and superior. Discovering it carried a high hazard score of **9/10** and contained aerosol propellants like **Hydrofluorocarbon 152A**—linked to respiratory and reproductive risks—felt like a betrayal. This wasn't just a low-scoring product; it was a daily dose of potential harm, proving that a high price tag means nothing without transparency.

This challenge was more than a checkmark; it was a fundamental shift in my consumer habits. Seeing the stark comparison—a score of 9 vs. the Acure alternative's score of 1—was the ultimate proof that **safe products can be effective, transparent, and accessible**. I am now committed to being a label sleuth, using the EWG and MADE SAFE databases as my primary shopping guides, and demanding the same level of ingredient honesty from every brand I support. My health is not a trade-off for convenience!

