

GREENER

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## Think

Even if you read the ingredient labels before purchasing products, you may not be getting the whole story. A single ingredient, like [“synthetic fragrance,”](#) can actually represent hundreds of different chemicals with proven health risks. In fact, in the United States, there are no government mandates requiring that the ingredients found in “fragrance” or “parfum” be listed on the package or anywhere else for that matter – which translates into a serious lack of transparency to the consumer, YOU!

## Challenge

If you have a smartphone, download the [Think Dirty App](#), or use EWG’s Skin Deep [Database](#) or [app](#).

Pick one personal care product that you can’t live without and dig into this challenge:

- Maybelline Voluminous Mascara
- Snap a photo on your phone and scan the product’s barcode into the Think Dirty app, or search for your product on the Skin Deep database. If you can’t find your product, use the Campaign for Safe Cosmetics [Red List](#) to check ingredients on the label of your product. You can type your ingredient onto the Red List database to obtain its details.
  - According to the app, database, or Red List, what is the overall hazard rating of your product?
    - Low-Moderate overall rating hazard.
  - How many ingredients did you find to be potentially hazardous?
    - I found 6 ingredients which were found to be potentially hazardous.
  - Which ingredient was the most hazardous in your product? Why? What is the basis for the rating?
    - Phenoxyethanol is the most hazardous of all the ingredients, with a 5 hazard rating level. It is rated as such for its possibility to cause irritation in the skin, eyes, or lungs or non-reproductive organ system toxicity. *Source – EWG website*
- Find a sustainable alternative for your conventional product at a local green grocer, body care shop or online retailer. Look for brands like [Acure Organics](#), [Dr. Bronner’s](#), and [Everyone](#). You can also check out Made Safe’s [Certified Products list](#) for some more ideas.

- **Share the name, brand, and ingredient list of your clean option, and where you found it.**

- Dr. Hauschka Mascara
  - “Water (Aqua), Pyrus Cydonia Seed Extract, Alcohol, Saccharum Officinarum (Sugar Cane) Extract, Sorbitol, Ricinus Communis (Castor) Seed Oil, Acacia Senegal Gum, Mica, Cetearyl Alcohol, Beeswax (Cera Alba), Melia Azadirachta Leaf Extract, Camellia Sinensis Leaf Extract, Euphorbia Cerifera (Candelilla) Wax, Lysolecithin”

*Source – Dr. Hauschka website*

- I heard about this German brand when I was visiting family in The Netherlands this past summer. It can be found in most drugstores and cosmetics stores in Western Europe.

- **What is the cost of your conventional product vs. the eco-friendly product?**

- Maybelline: \$27.40 CAD
- Dr. Hauschka: \$36.15 CAD

- **Share two things that make the eco-friendly item a safer and healthier choice.**

- Dr. Hauschka’s brand works in partnership with nature’s rhythms and cycles to take raw, unpolluted materials and transform them into their products. By prioritising natural health in producing a good, the item becomes safer and healthier choice by association because of all the positive intentions behind it.
- The brand also takes the natural world into account – they take care to stimulate their compost from their ingredients food waste in order to regenerate the soil. According to the company’s website, they use “ingredients that come from biodynamic or controlled organic farming wherever possible, we foster a type of agriculture that forgoes the use of chemical insecticides and fertilisers, supports and conserves soil fertility and biodiversity, respects natural balances and strengthens the earth as a whole.”

- **Will you make the switch? Why or why not?**

- I don’t think I’ll make the switch to this product in particular because it’s not very affordable for me to purchase it for 10 dollars MORE, and THEN have to ship it overseas. That’s an unnecessary expense and also an unreasonable expenditure of CO2 emissions to have to ship it across the ocean.

- Instead of continuing to purchase Maybelline's mascara, however, I might try making my own mascara at home out of charred almonds and either Vaseline or extracted aloe vera gel.
- Create an infographic post comparing your conventional product and its alternative.
- Share it on social media to inform your followers about the health and environmental impacts of the conventional product and the benefits of the healthy option. Include two facts on each side.
- Tag [@TurningGreen](#) on Facebook or [@TurningGreenOrg](#) on Instagram, [@safecosmeticshq](#), [@madesafehq](#) and include the hashtags #PGC2018 and #Body.

The infographic is split vertically by a dashed line. On the left, under the heading 'YOUR AVERAGE DRUGSTORE MASCARA', there are several negative attributes: 'looks good', 'full of harmful chemicals', 'cheap', 'unsustainable packaging', 'no cruelty-free guarantee', 'can't ingest any of its ingredients without getting sick', 'probably can't pronounce any of its ingredients', and 'feels good'. On the right, under the heading 'AN ENVIRONMENTALLY-CONSCIENTIOUS MASCARA BRAND', there are several positive attributes: 'could probably eat most its ingredients in your diet', 'feels great', 'free of harmful chemicals', 'vegan and cruelty-free alternatives', 'worth the investment', 'looks great', 'sustainable packaging alternative', and 'your grandparents could recognise each ingredient'. In the center, between the two columns, is the text: 'The only person to know the difference? Your own body.'

**YOUR AVERAGE DRUGSTORE MASCARA**

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full of harmful chemicals

cheap

unsustainable packaging

no cruelty-free guarantee

can't ingest any of its ingredients without getting sick

probably can't pronounce any of its ingredients

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**AN ENVIRONMENTALLY-CONSCIENTIOUS MASCARA BRAND**

could probably eat most its ingredients in your diet

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The only person to know the difference?  
Your own body.

@environment\_em



environment\_em



environment\_em 🌱 PGC DAY 10:

Your regular drugstore brand mascara probably has tons of toxic chemicals with all sorts of unknown health dangers, and no guarantee against animal cruelty. 🐒 If you had the chance, would you take a chance and switch to a more eco-friendly, sustainable, plant-based and cruelty-free brand of the same product?

The only choice is look good, or look great? Feel good, or feel great? Find the latter with alternative cosmetic products. ❤️ Don't always reach for the first drugstore shelf product: shop your options for sustainable alternatives! 🌱 (Or even DIY!)

#Body #PGC2018

1 MINUTE AGO

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