

INSTRUCTIONS:

1. Cut along outside line.
2. Fold along middle line.
3. Fold into fourths.



QUICK TIPS FOR CHOOSING SAFER PERSONAL CARE PRODUCTS



A guide to navigating personal care product labels
www.ewg.org/skindeep

PROBLEM PRODUCTS + THEIR CONCERNS

Some categories of products have major safety concerns. **Avoid them, especially for kids.**

HAIR STRAIGHTENERS

Cancer, allergy, skin and scalp irritation, hair damage and hair loss

PERFUMES/ FRAGRANCES

Allergy

DARK PERMANENT HAIR DYES

Allergy and cancer

SKIN LIGHTENERS

Skin irritation and damage

LOOSE POWDERS

Inhalation risk



COMMON INGREDIENTS WITH SAFETY CONCERNS

These ingredients can have harmful contaminants:

AVOID

DMDM hydantoin
Diazolidinyl urea
Imidazolidinyl urea
Ceteareth
PEG and polyethylene

Products with "fragrance" on the label can contain hundreds of chemicals and may trigger allergic reactions.

For more tips on buying safer personal care products check out:
www.ewg.org/skindeep/top-tips-for-safer-products/

NOT ALL PRODUCTS ARE SAFE

Cosmetics are poorly regulated and commonly made from untested chemicals-makers can use almost any ingredient they choose.

More Useful Tips From EWG



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HOW CAN YOU PICK SAFER PRODUCTS?

- 🔍 Use EWG's Skin Deep® to find better options
- 🕒 Opt for fewer products
- 📖 Read ingredient lists and choose wisely
- 🗨️ Claims like "gentle" and "natural" could be ad hype

WHEN SHOPPING, CHECK THE INGREDIENT LIST AND AVOID THE FOLLOWING:

YOUR BODY

Triclocarban (bar soap)
Triclosan (liquid soap)

YOUR TEETH

Triclosan in toothpaste

MOISTURIZING

Retinyl palmitate or retinol in daytime skin products

YOUR LIPS

Retinyl palmitate or retinol

YOUR NAILS

Formaldehyde or formalin in polish, hardeners or other nail products
Toluene
Dibutyl phthalate (DBP)
Pregnant? Skip polish



YOUR HAIR

"Fragrance"
PEG, ceteareth and polyethylene
Parabens: propyl, isopropyl, butyl, isobutyl
DMDM hydantoin

YOUR SKIN + THE SUN

Very few sunscreens provide adequate sun protection and are free of harmful ingredients.

AVOID

SPF above 50
Retinyl palmitate
Aerosol sprays
Oxybenzone
Insect repellent



YES

Hats and shade in mid-day sun
Zinc is the best active ingredient, otherwise 3% Avobenzone
SPF 30 for intense sun
Broad spectrum protection
Use a lot and reapply frequently

YOUR KIDS

Kids are sensitive. Use few products and pick them carefully.

DIAPER CREAM

AVOID
Boric acid

TOOTHPASTE

LIMIT
Fluoride toothpaste for kids who might swallow it (none for kids under 2)

BABY WIPES

AVOID
2-bromo-2-nitropropane-1,3-diol (bronopol)

