

WHATS INSIDE

always counts

JUST SAY **NO** TO THE FOLLOWING **TOXIC** INGREDIENTS!

they are found in shampoo, conditioners, body wash, soaps, lotions, toothpastes, mouthwash, cosmetics, detergents, and so much more!

TRICLOSAN

PARABENS -methylparaben, propylparaben, and butylparaben, stay away from anything that has "paraben" in any part of the word!

PHTHALATES

FRAGRANCE or PARFUM

SODIUM LAURETH SULFATE (SLS) OR SODIUM LAURYL ETHER SULFATE (SLES) -SLS may also be listed as sodium dodecyl sulfate, sulfuric acid, monododecyl ester, sodium salt, sodium salt sulfuric acid, sodium dodecyl sulfate, aquarex me or aquarex methyl, **Ammonium lauryl sulfate, or ALS.**

PROPYLENE GLYCOL

BHA (Butylated hydroxyanisole) and BHT (Butylated hydroxytoluene)

DEA, MEA + TEA -Cocamide **DEA**, Cocamide **MEA**, **DEA**-Cetyl Phosphate, **DEA** Oleth-3 Phosphate, Lauramide **DEA**, Linoleamide **MEA**, Myristamide **DEA**, Oleamide **DEA**, Stearamide **MEA**, **TEA**-Lauryl Sulfate, Triethanolamine.

NONYLPHENOLS

PEGs (polyethylene glycols)

PETROLATUM OR PETROLEUM



SILOXANES AND CYCLOMETHICONE -Look for ingredients ending in "**-siloxane**" or "**-methicone**."

METALS (lead, aluminum, arsenic, mercury, nickel, iron) -just say **NO to ALL metals!** they are all linked to cancers, alzheimers, memory loss, toxicity, and are likely in products you use regularly, like the aluminum in your deodorant, your baking powder or your frying pan!

Formaldehyde-releasing preservatives -Look for DMDM HYDANTOIN, DIAZOLIDINYL UREA, IMIDAZOLIDINYL UREA, METHENAMINE or QUARTERNIUM-15.

Stay away from **ANY** colorants, **DYES**, ingredients will often list a color along with a number.