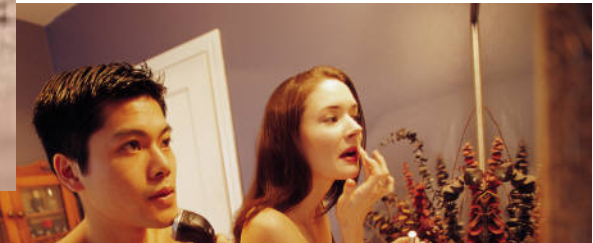


# **Giving the Cosmetics Industry a Make-Over: The Campaign for Safe Cosmetics**

**Industry Chemical Precautionary Policies  
Precautionary Principle Conference  
June 10, 2006**

**Lisa Archer, Senior Campaigner,  
Health and Environment Program,  
Friends of the Earth-US**



**At this point you might be asking yourself:**

**How can this be true?**

**If it's on the shelf it must be  
safe, right?**

**Isn't someone looking  
out for us?!**

# “ Better Living Through Chemistry”

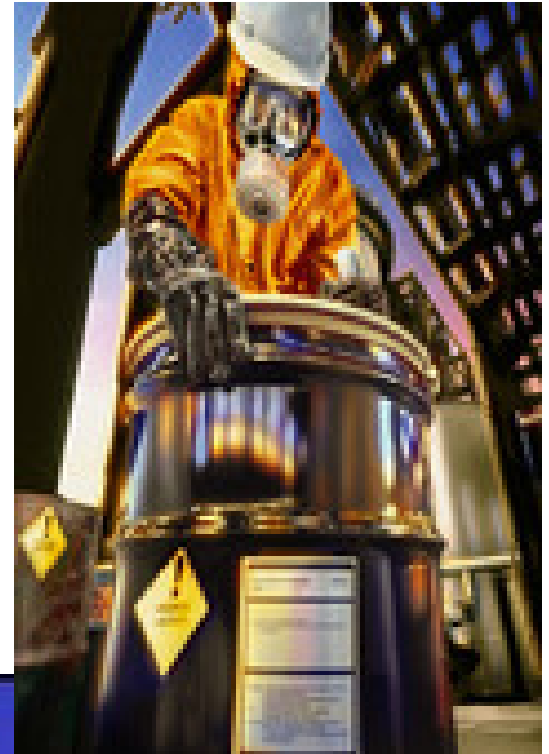


Since WWII more than **100,000** synthetic chemicals have been introduced into our environment.

Amazingly, industry and the federal government have failed to test more than **90 percent of these chemicals for potential links to cancer, birth defects and other health impacts.**



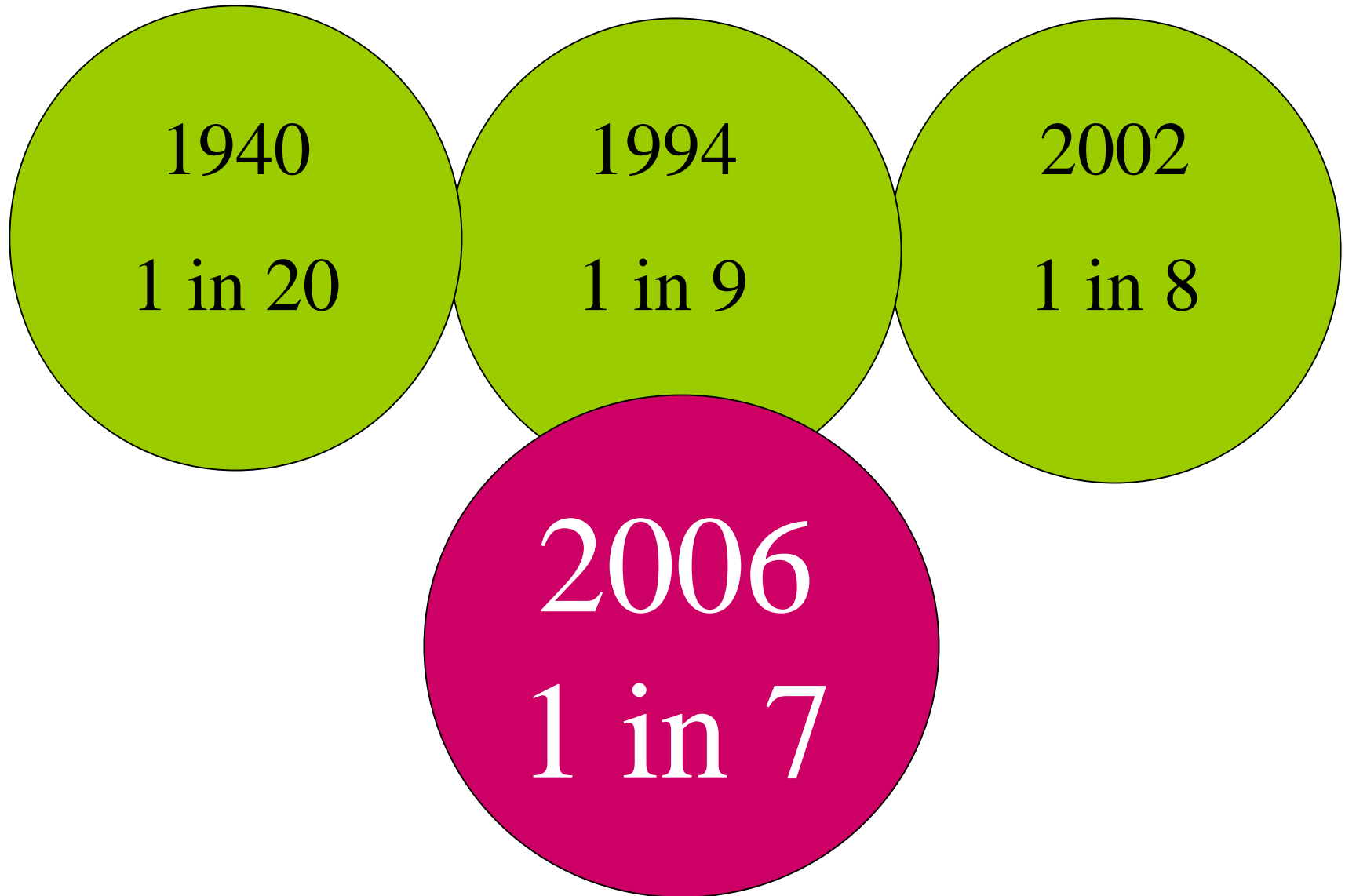
In recent years, an expanding body of evidence has linked the **pollutants and man-made chemicals** in our environment to **cancer, declining sperm counts, birth defects** and other diseases on the rise.



# Cancer and the Environment

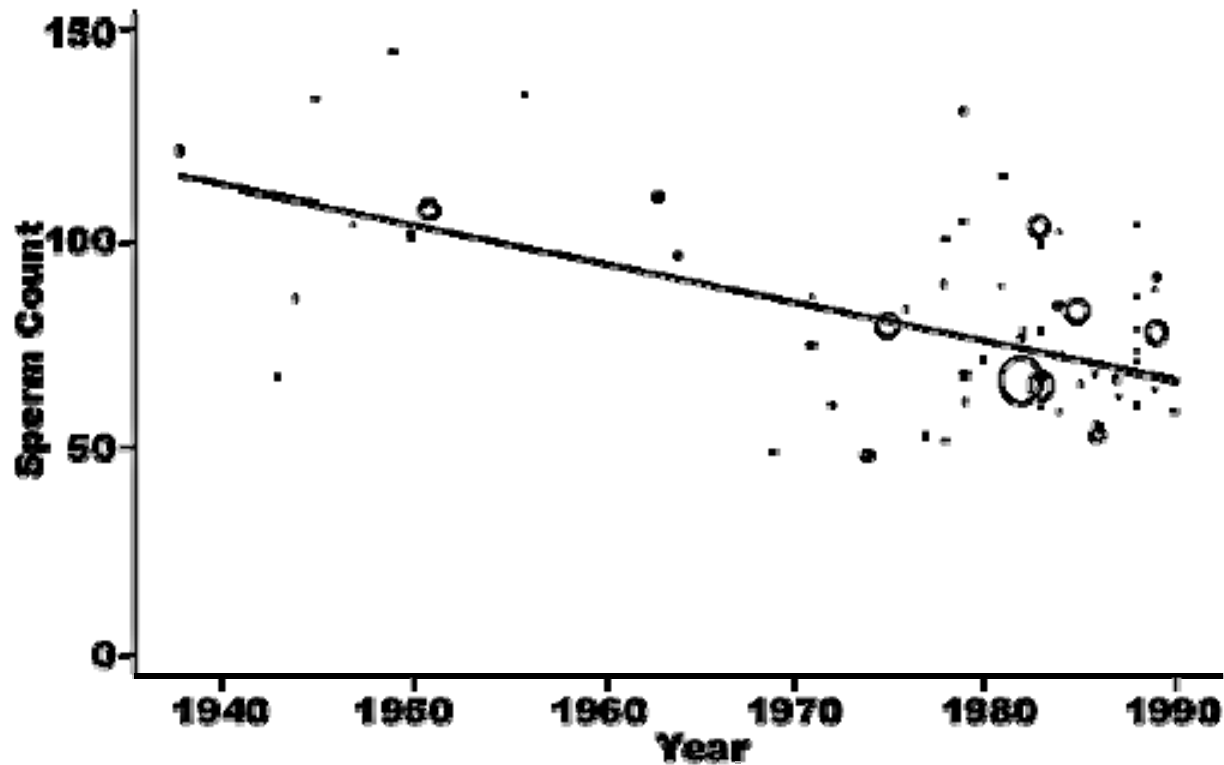
- **Since 1950 cancer incidence** among all age ranges and socioeconomic classes has **increased by 89 percent**. The biggest upsurge has taken place in the last two decades. (NCI)
- **80 percent** of all cancer cases have been linked to **environmental causes** (July 2004, National Cancer Institute, National Institute of Environmental Health Sciences)
- **1/2 of men** and **1/3 of women** will be **diagnosed with cancer** in their lifetime. (American Cancer Society 2004)

## Change of incidence of breast cancer over time:





**Sperm count** among men throughout the industrialized world has **declined by about 50% during the past 50 years.** (Carlson, et al. British Medical Journal)



# Quick Quiz:

Chemicals that are found in our most personal of care products are also used in heavy manufacturing industries to grease gears, stabilize pesticides and soften plastics.

**TRUE**

**FALSE**

# Quick Quiz:

**Chemicals that are found in our most personal of care products are also used in heavy manufacturing industries to grease gears, stabilize pesticides and soften plastics.**

**✓ TRUE**

**FALSE**



# Quick Quiz:

What fraction of personal care products contain one or more ingredients classified as possible human carcinogens?

- a)  $1/10$
- b)  $1/4$
- c)  $1/3$

# Quick Quiz:

**What fraction of personal care products contain one or more ingredients classified as possible human carcinogens?**

a) 1/10

b) 1/4

c) 1/3

# Quick Quiz:

The FDA regulates cosmetics like they do prescription drugs and food additives.

**True**

**False**

# Quick Quiz:

The FDA regulates cosmetics like they do prescription drugs and food additives.

True

✓ False



# US Laws Don't Protect Us

Unlike food, drugs and other products that get into our bodies, the Food and Drug Administration (FDA) lets cosmetics companies put unlimited amounts of chemicals into personal care products with **no required testing, no monitoring of health effects and inadequate labels.**



U.S. Food and Drug Administration



# FDA authority over cosmetics

Cosmetic safety - voluntary, discretionary

Federal Food Drug and Cosmetic Act

343.5 pages  
Food and  
Drug Safety



1.5 pages:  
Cosmetic Safety

## FDA can't:

- "FDA cannot require companies to do safety testing of their cosmetic products before marketing."
- "FDA does not have the authority to require manufacturers to register their cosmetic establishments, file data on ingredients, or report cosmetic-related injuries."



## FDA can't:

- "FDA is not permitted to require recalls of cosmetics."
- "If FDA wishes to remove a cosmetic product from the market, it must first prove in a court of law that the product may be injurious to users, improperly labeled, or otherwise violates the law."



FDA defers to safety panel funded by industry trade association the Cosmetic Toiletry and Fragrance Association (CTFA) –

Cosmetic Ingredient Review (CIR) panel

**“In the absence of the CIR program, there would be no systematic examination of the safety of individual cosmetic ingredients.” - FDA's Director of the Office of Cosmetics and Colors**



# A Daily Chemical Cocktail

According to industry estimates, on any given day a consumer may use as many as **25** different cosmetic products containing more than **200** different chemical compounds.



# The safety of cosmetics varies widely



- Carcinogens/reproductive toxins
- Petrochemicals
- Natural ingredients, from plants
- Organically grown natural ingredients
- Organic food ingredients

# Untested Chemicals

**90 percent of 10,500 ingredients** used in personal care products have **not been screened for safety** by the FDA, the CIR or any other publicly accountable institution.

**They are found in 99% of all products.**



# Birth Defects and Damaged Sperm

One of every ten ingredients approved for use by CIR panel shows some evidence of reproductive toxicity in laboratory studies.

(Linked to birth defects, damaged sperm and infertility.)





# Cancer Risk

- More than **1 of every 100** products contain ingredients linked to **cancer**
- **70%** of all products contain ingredients with **impurity concerns**, according to CIR, most linked to **cancer** (nitrosamines, PAH, 1,4-dioxane)

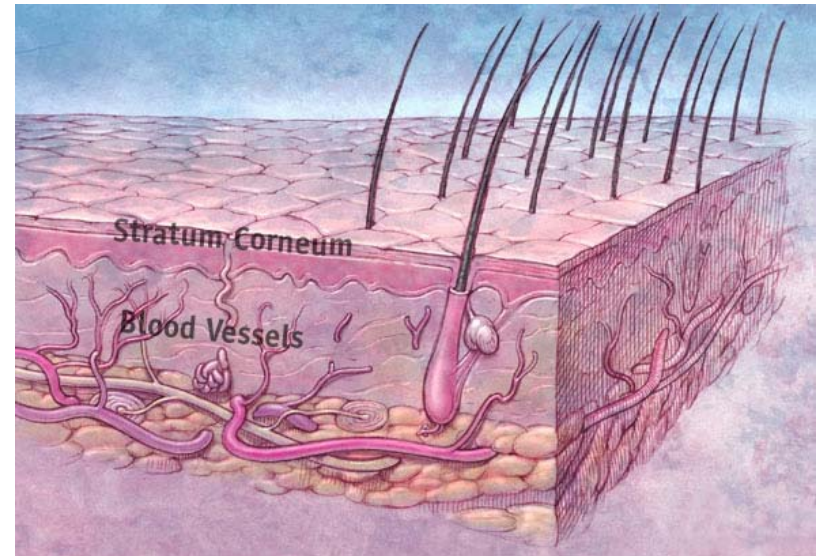
# In through the skin

Many ingredients can penetrate the skin

70% of what is applied to the skin can be absorbed by the body

The skin is the body's largest organ

55% of all products contain penetration enhancers



# Cosmetic ingredients in human tissues

- 1998. Nonylphenol ethoxylates in human urine. Surfactants, estrogen mimics. (American Journal of Physiology, Charuk et al. 1998, University of Toronto)
- 2000. Phthalates in human urine. Plasticizers, birth defects. (Environmental Health Perspectives, Blount et al. 2000, Centers for Disease Control and Prevention)
- 2002. Triclosan in human breast milk. Bioaccumulative bactericide. (Chemosphere, Adolffson-Erici et al. 2002, Stockholm University)
- 2004. Parabens in human breast tumor tissue. Common preservatives. Estrogenic. (Journal of Applied Toxicology, Darbre et al. 2004, Reading University)

# Some Problem Chemicals

## Known and probable carcinogens

acrylamide  
coal tar  
ethylacrylate  
formaldehyde  
HC Blue 2  
lead acetate  
phenacetin  
phenolphthalein  
phenylphenol  
potassium dichromate  
progesterone  
selenium sulfide

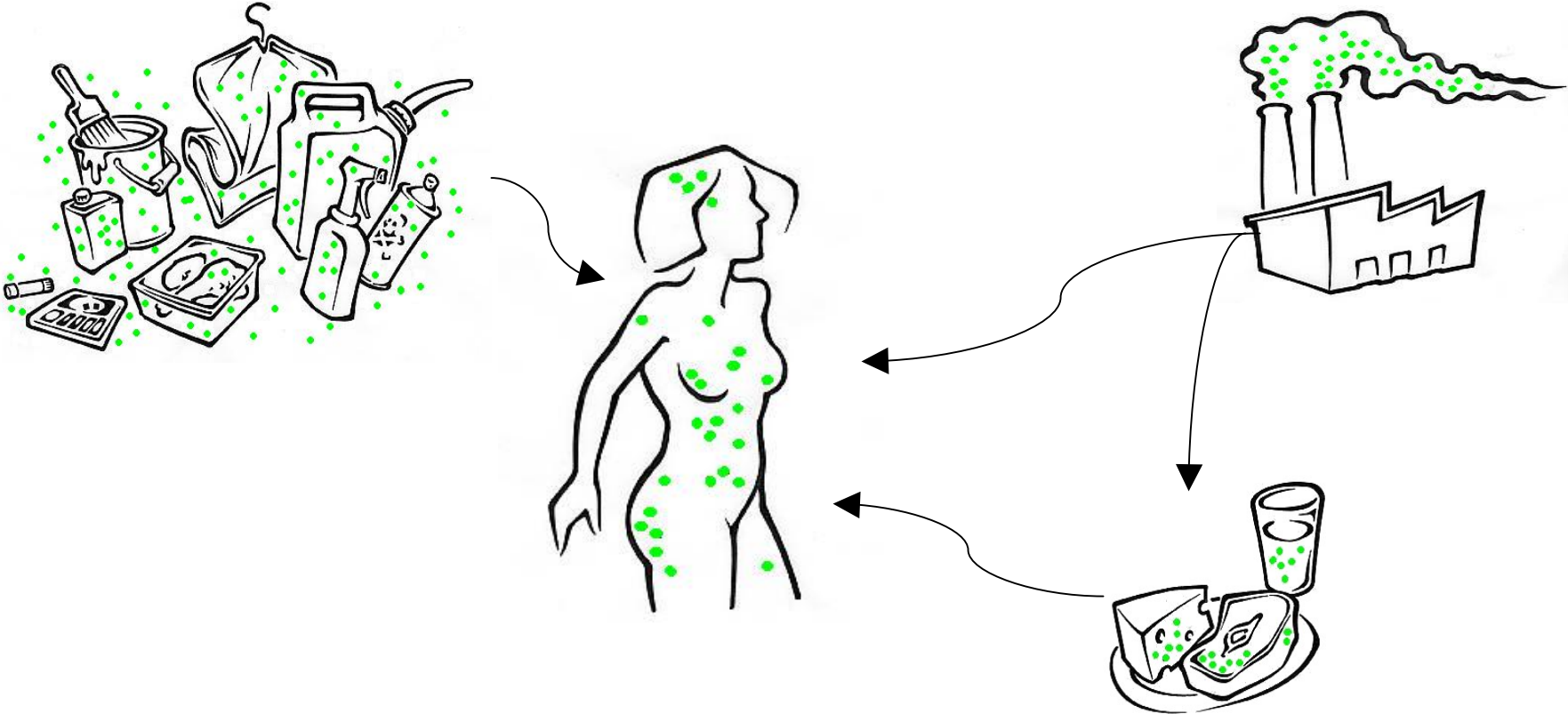
## Known and probable reproductive and developmental toxins

lithium carbonate  
dibutyl phthalate  
toluene  
lead acetate  
potassium dichromate  
butoxyethanol  
dimethicone triethanolamine  
diethanolamine  
cetyl phosphate  
diglycol-cyclohexanedimethanol

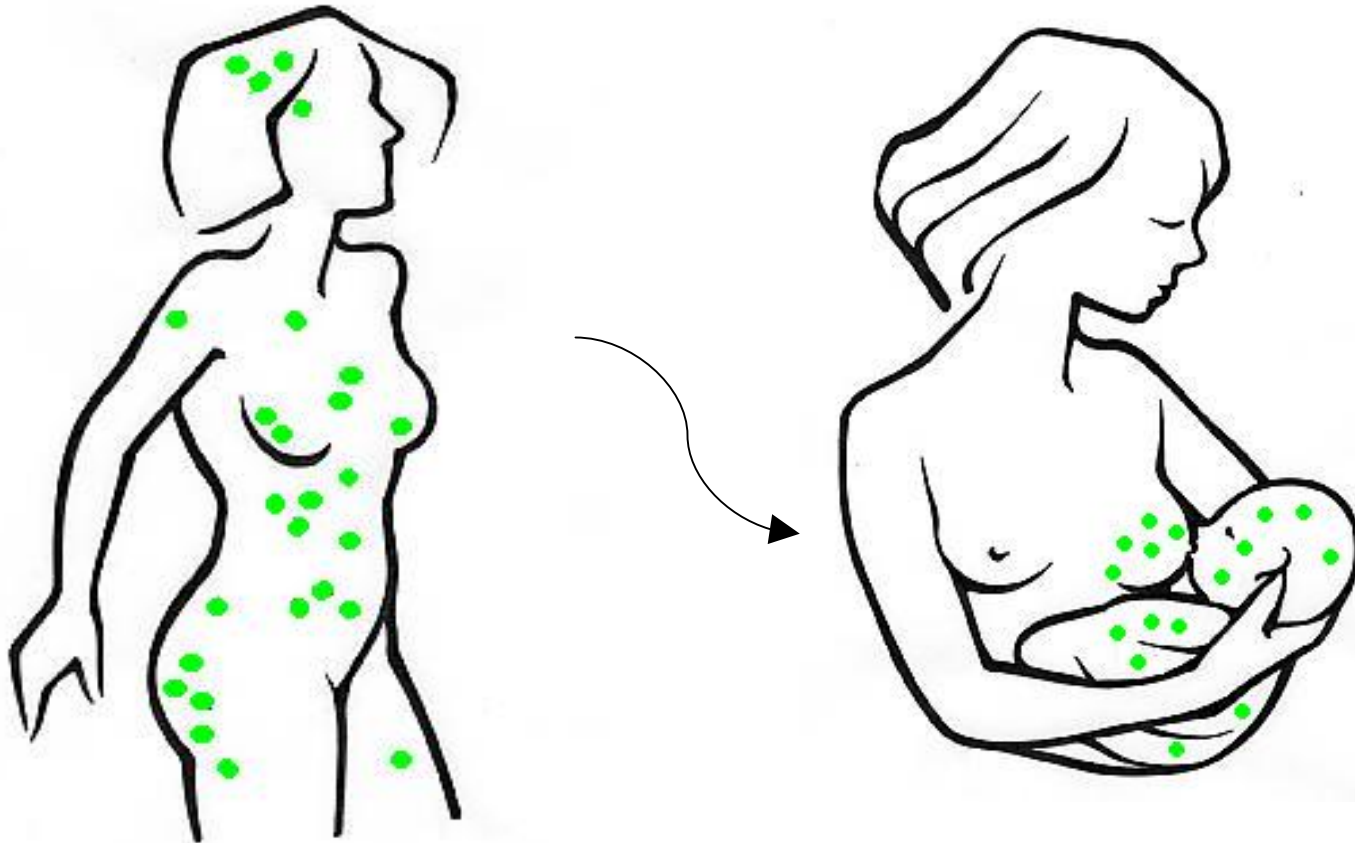
**The chemicals in any one consumer product alone are unlikely to cause harm.**



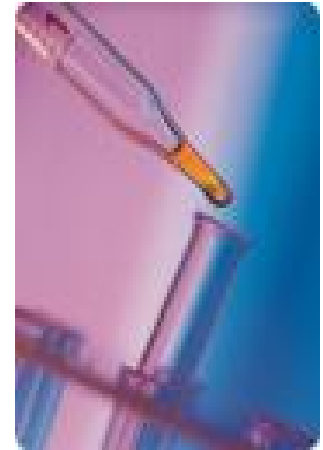
# Body Burden and Synergistic Effects



# Body Burden and Synergistic Effects



# Body Burden: The Pollution in Newborns





**Solution:**

Safer Products and  
Smarter Laws to  
Protect our Health from  
Toxic Chemicals!

# The Campaign for Safe Cosmetics

[www.SafeCosmetics.org](http://www.SafeCosmetics.org)



**Alliance for a  
Healthy Tomorrow**  
[www.healthytomorrow.org](http://www.healthytomorrow.org)



The Campaign for Safe Cosmetics

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## **Our Goal**

**Protect the health of consumers and workers by calling on the the body care products industry phase out the use of chemicals linked to cancer, birth defects and other health harms and replace them with safer alternatives.**

# Our Ask

The Coalition is asking all cosmetics companies to sign the Compact for Safe Cosmetics, a pledge to phase out toxic chemicals and use safer alternatives.

We're also fighting for smarter laws to protect our health from toxic chemicals.

# Compact for Safe Cosmetics

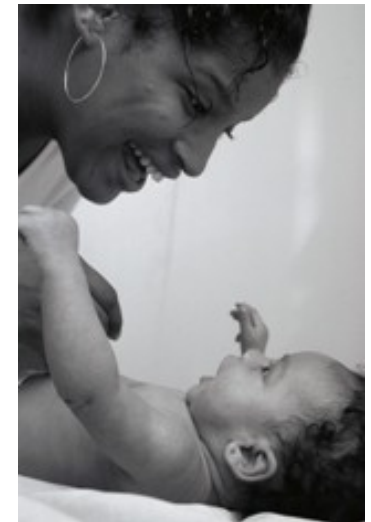
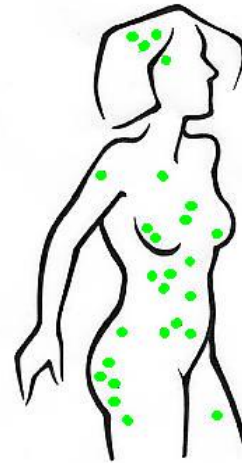
1. Meet new EU Standards banning chemicals linked to cancer and birth defects globally.



# Compact for Safe Cosmetics

## 2. Inventory ingredients to determine:

- toxicity to living things
- their persistence in the environment
- their ability to increase in concentration in the food chain
- their contamination of our bodies
- qualities they possess that pose hazards.



# Compact for Safe Cosmetics

## 3. Substitute chemicals of concern with safer alternatives.



The Campaign for Safe Cosmetics



[www.SafeCosmetics.org](http://www.SafeCosmetics.org)

Our progress so far. . .



2002

2003

2004

2005



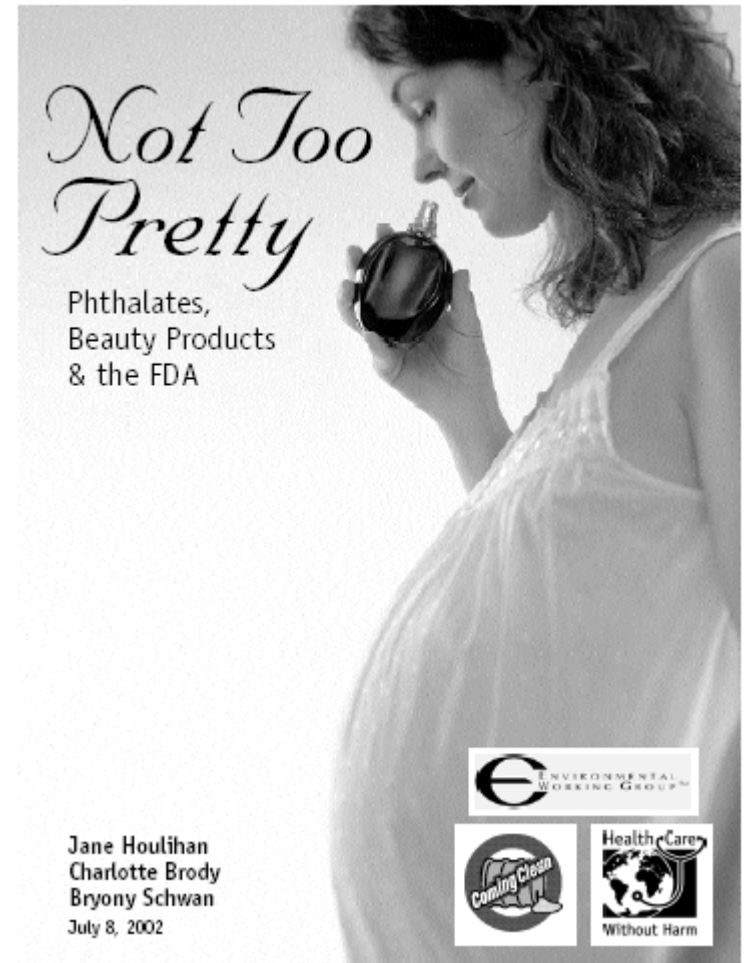
**July 2002**

**Not Too Pretty released  
in the US**

**Health Care Without Harm**

**Women's Voices for the Earth**

**Environmental Working Group**



2002

2003

2004

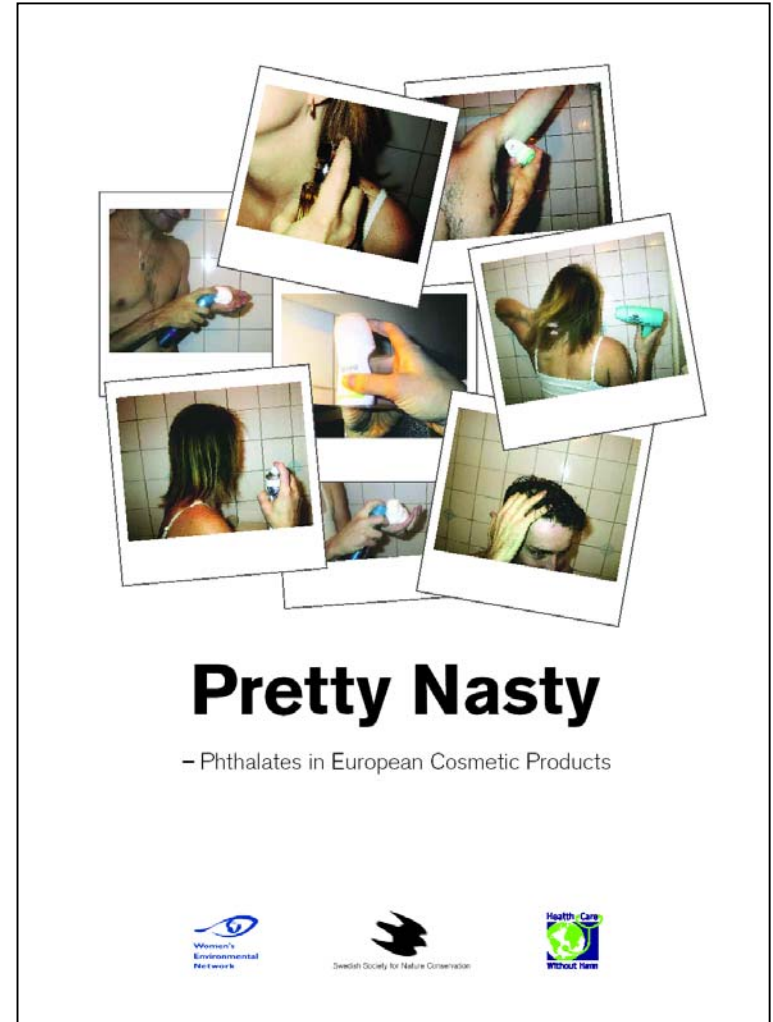
2005



## November 2002

**Pretty Nasty**, a report on phthalates in European cosmetics is released by:

- Women's Environment Network
- Health Care Without Harm
- Swedish Society of Nature Conservation



2002

2003

2004

2005



## February 2003

The European Union (EU) amends their Cosmetics Directive to require cosmetics companies to remove reproductive toxins, mutagens and carcinogens from personal care products starting in September 2004.



ESTÉE LAUDER



Unilever

AVEDA™  
the art and science of pure flower and plant essences™

## THE OPPORTUNITY: FOSTER A RACE TO THE TOP

When these companies reformulate for the European Union, they could make these safer products available globally. . .



shifting the market toward safer consumer products and reducing our exposure to toxic chemicals.

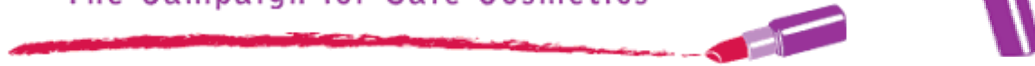
2002

2003

2004

2005

The Campaign for Safe Cosmetics



### Late 2003 Campaign Platform Created

- **We call on all manufacturers of personal care products and cosmetics to:**
- **Meet the standards and deadlines set by the European Cosmetics Union Directive.**
- **Agree to make safe, non-toxic, reformulated products** readily available in every market they serve - both domestically and globally.
- **Complete an inventory of potential chemicals of concern** in products (or by-products) to determine their toxicity to living things, their persistence in the environment, their ability to increase in concentration in the food chain, their contamination of our bodies, or qualities they possess that pose hazards.
- **Develop an aggressive substitution plan** and timeline to replace emerging chemicals of concern, with safe alternatives.

2002

2003

2004

2005

**February/March 2004**

**THE ASK:**

**SAFER COSMETICS!**

**Letters sent to 250 top cosmetics companies asking them to sign the Compact for the Safe Cosmetics, a pledge to phase out toxic chemicals, replace with safer alternatives.**



2002

2003

2004

2005



## June 2004

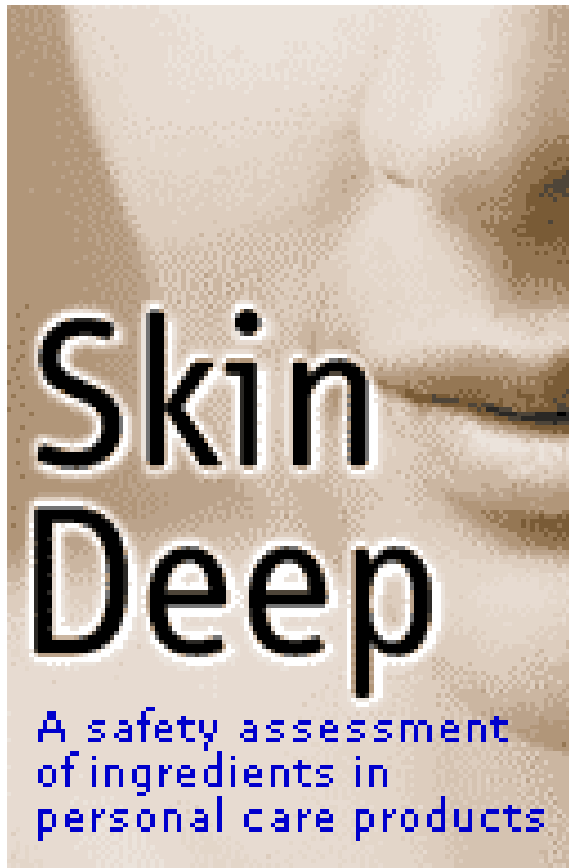
### **EDUCATING CONSUMERS & REVEALING TOXIC CHEMICALS**

**Skin Deep Searchable Cosmetics  
Database is launched**

**This is the only aggregated source  
of information on cosmetic safety  
available to the public.**

**Inventories over 14,000 products**

**10 million + hits to website so far**



2002

2003

2004

2005



**Putting on makeup shouldn't be like playing with matches.**

**Which cosmetics company do you trust with your daughter?**

When it comes to cosmetics, we shouldn't be forced to choose between health and beauty. Personal care products should be free of chemicals linked to cancer and birth defects.

Thankfully, the hot new trend in cosmetics is a real lifesaver. This month the European Union enacted a new law to make cosmetics safer; they banned chemicals known or highly suspected of causing cancer, impaired fertility or birth defects - chemicals used in nail polish, hair spray, hair dye and other products.

Industry leaders L'Oreal, Revlon and Unilever have yet to respond to requests to remove these same toxic chemicals from all the products they sell in the United States. Ask them to join the growing number of toxin-free cosmetic companies and regain the trust of American women.

Visit [www.SafeCosmetics.org](http://www.SafeCosmetics.org) to see if your favorite brand has gone toxin-free - because safety shouldn't need to be imported.

**Read our lips:**  
**No More Toxic Chemicals in Cosmetics.**

Paid for by the Safe Cosmetics Coalition      [www.SafeCosmetics.org](http://www.SafeCosmetics.org)

## September 2004



**The Campaign for Safe Cosmetics takes an ad out in USA Today during the industry's biggest annual conference calling on Revlon, L'Oreal and Unilever to make safer products.**

**They get an immediate response from Revlon and L'Oreal, agreeing to reformulate globally—their first ask in the Compact for Safe Cosmetics.**



2002

2003

2004

2005



**Spring 2005**

**100 cosmetics  
companies sign  
the Compact for  
Safe Cosmetics!**

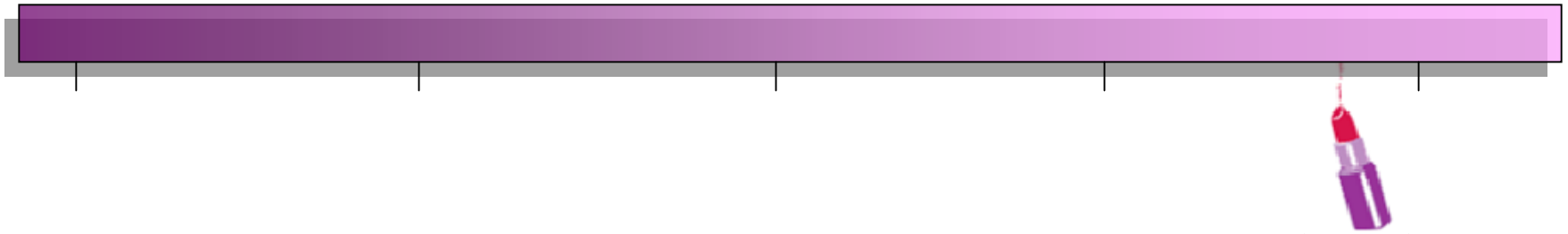
2002

2003

2004

2005

2006



**September 2005:**

**First Compact for Safe Cosmetics  
Implementation Meeting Held at  
Natural Products Expo East**

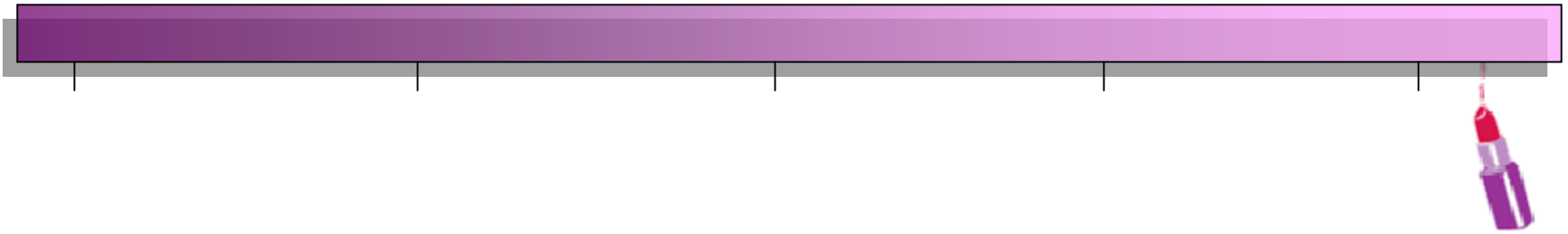
2002

2003

2004

2005

2006



## **Spring 2006:**

- **Second Implementation Meeting Held at Natural Products Expo West.**
- **Manufacturers begin substitution of toxic chemicals with safer alternatives (substitution principle).**

# State Level Efforts for Smarter Laws



2002

2003

2004

2005

2006



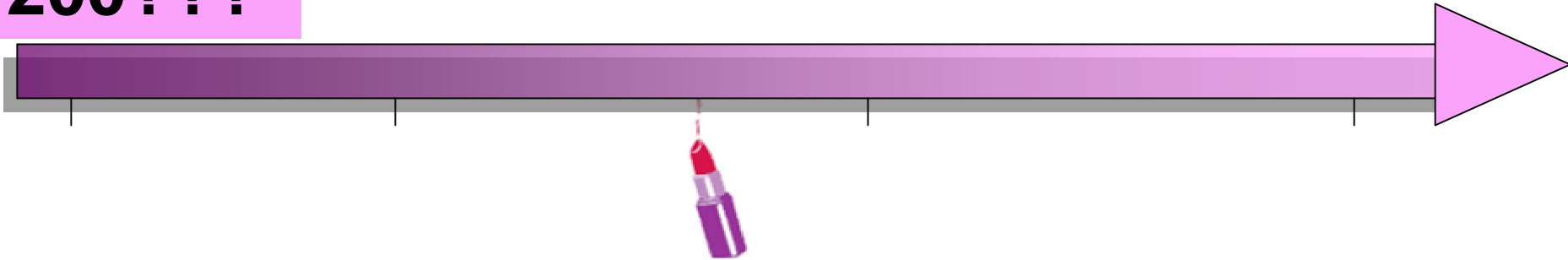
## Summer 2006:

To date more than 350 cosmetics companies have signed the Compact for Safe Cosmetics, including:



# VICTORY!

200???



**Toxic chemicals removed from cosmetics around the world, protecting our health and environment.**

**Cosmetics industry serves as example of an industry adopting precautionary policies and moving us toward a new clean, green, safe, sustainable and successful model of doing business.**

# Challenges

- Different companies of different sizes and at different levels of technical expertise
- Some companies further than others
- Highly competitive industry can make collaboration and implementation challenging
- Capacity: Small campaign, big needs
- Industry Backlash: Laggards strike back

# Lessons Learned

- The industry was ripe for change (row with the tide, not against it)
- Be prepared for bigger (or smaller) response than you think you'll get
- Implementation process is long and often hard—start integrating this into your efforts early



# Next Steps

What direction the implementation process?

- Develop industry standard (a la fair trade or organic standards)?
- Third party certification and monitoring?
- Develop implementation tools (substitution database)?
- Data sharing?

# From Education to...

# Action!



# Take Action Today for Safer Products and Smarter Laws!

Visit them at: [www.SafeCosmetics.org](http://www.SafeCosmetics.org)

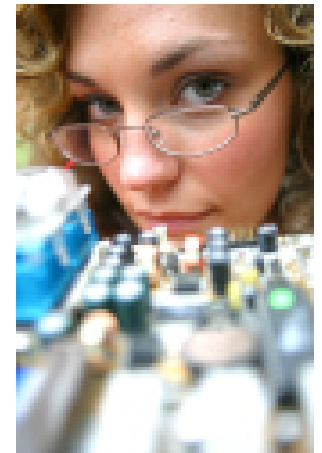
Take a toxic tour of your bathroom cabinet

Find out which products are safer alternatives

Demand that companies remove chemicals linked to cancer and birth defects from products we use on our bodies NOW.

Join Our Action Network

Download action materials



# Take Action Locally!

Contact *Your* Cosmetics Companies

Leaflet and Educate *Your* Community

Hold a House Party and Talk with *Your* Friends

Buy Safer Products

Support Safe Cosmetics Legislation in *Your State!*



# Get Involved Locally

## [www.SafeCosmetics.org](http://www.SafeCosmetics.org)

### **Mid-Atlantic and National/Other Areas**

Lisa Archer  
Friends of the Earth  
[Cosmetics@foe.org](mailto:Cosmetics@foe.org)

### **West Coast**

Genevieve Rojas  
Breast Cancer Fund  
[genevieve@breastcancerfund.org](mailto:genevieve@breastcancerfund.org)

### **Mountain West**

Felicia Eaves  
Women's Voices for the Earth  
[felicia@womenandenvironment.org](mailto:felicia@womenandenvironment.org)

### **Northeast**

Cindy Luppi  
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Coalition  
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### **Students**

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# The Campaign for Safe Cosmetics



[www.SafeCosmetics.org](http://www.SafeCosmetics.org)

