



## **10 Tips to Kiss Chemicals Goodbye... and Make the Switch to Natural Beauty Products!**

Did you know that there is no pre-market testing required by law before a beauty product hits store shelves in the United States? How about that most ingredients in personal care products have never been assessed for safety? Neither did I... until a few years ago after a devastating breast cancer diagnosis at the age of 31. Apparently, cosmetics are one of the least regulated consumer products on the market today, who knew? According to the Campaign for Safe Cosmetics, (Source: <http://safecosmetics.org>) only about 11% of ingredients used in personal care products have been reviewed by a self-regulated industry and more than 1 in 5 products contain chemicals linked to cancer! So what's a girl to do? Why, get Beauty Schooled of course! Since skin is your largest organ, the golden rule is to remember that what goes on - goes in.

- 1. Don't throw everything out!** Not quite the answer you expected, right? Do as I say, not as I did! It's really important to take a less drastic approach in case you go through a slight detox phase - which often happens, I'm not going to lie. One of the most common signs of skin detox (Source: [http://www.ehow.com/about\\_5114584\\_skin-detox-symptoms.html](http://www.ehow.com/about_5114584_skin-detox-symptoms.html)) are breakouts- a visible sign that your body is cleansing itself of toxins. Other not so sassy symptoms include rashes, overly dry or overly oily skin and hair, extreme sweat, hives, etc. So pinky-swear you won't go on a rampage tossing everything in sight... and once you get through it, try to stick with natural products so you won't have to deal with it ever again.
- 2. Start with products that cover the largest part of your body.** The most effective way is to begin with what covers the largest surface area of your body and stays on the longest. Just this simple change alone can significantly decrease the toxic burden on your body. You only get one, so take care of it, girl!
- 3. Replace as you run out.** Don't overwhelm yourself and your wallet by trying to do it all at once! Replace things one at a time, with healthier choices the each time. Body wash and body lotion are probably the easiest products to replace (we're usually the least brand loyal to these) and have the biggest impact on your overall body burden. Next, swap out your shampoo and conditioner (which runs down your body in the shower), then deodorant, makeup, and so on.
- 4. Simplify.** Ever counted how many products (including cosmetics) you use per day? Try it...and no cheating! Count the number of ingredients in each product and then add them all together. Ha! Ok, imagine? Are you applying thousands of chemicals in combination each day? Carcinogenic cocktail anyone? Didn't think so. Do you really need separate creams for your eyes, face, body, hands, feet, etc.? Nope, it's virtually all the same thing, really. Your health, wallet, and cabinet space will thank you!
- 5. Ask for samples first.** Less waste for the planet and more green for you! This helps weed out the products you don't like before committing to the full-sized price. Check for trial, travel or sample sizes even if you have to buy them. Many times companies are happy to have a new customer so if you just ask...you shall receive. Only splurge on full size products that you absolutely LOVE and know you will use.

**6. Get fresh!** We all know that using products fresh from Mother Nature not only have a huge impact on your beauty but ultimately your health, but be realistic... regardless of how squeaky clean the ingredients are, if the product doesn't work for you (and not all will), you aren't going to use it! Try looking for truly natural and organic beauty product reviews from someone who has similar taste in products. Take baby steps and do it on your own terms. As long as it's a step in the right direction, something is way better than nothing!

**7. Read labels.** Look past pretty bottles, ignore miraculous marketing claims and go directly to the ingredients! I know, I know. Just because a company says its "100% natural", "pure", "botanical", "organic", "vegan", "green" or "eco-friendly", etc. doesn't mean that it's good for you. These terms are unregulated and used frivolously by saturating the market with a number of pink-washed/green-washed beauty products. When buying organic, always look for the official USDA Organic Seal. If it doesn't have the seal, it isn't the real deal.

**8. Learn your ingredients.** What goes for one shouldn't go for all. Never trust an entire company or product line. I don't. Go product-by-product and read every single ingredient on the label! If the company doesn't disclose ALL ingredients (only mentions key ingredients) on their labels, website, etc., it's a red flag. If the ingredients are as clean as they say, they'd proudly display them. If you're not sure what an ingredient is, don't buy the product! Short lists made up of common kitchen ingredients are best. Some say not to buy anything you wouldn't eat if you had to (mmm... mascara, wink, wink)!

**9. Vote with your wallet!** Think "healthy beauty/grocery receipts now, or medical bills later" when trying to justify the cost of your new natural/organic lifestyle. Companies only produce products that sell. And since YOU are the target market, you get to choose! Support companies whose beliefs and practices are aligned with yours.

**10. Having trouble?** Don't go cold-turkey if you're really chemically dependent on a product (like an acne face wash, etc.). Try to wean yourself off it slowly. Begin to use it only once a day instead of twice and use the natural one the second time. Then decrease it more and more each week until you don't need it anymore. Detox symptoms are just an example of how dependent our bodies have become on these harmful chemicals. You may still detox, but at least it will be much easier for you.

Don't be too hard on yourself. Take one thing at a time so you don't get overwhelmed and give up. The bottom line is when you know better, do better. ❤️

XO!

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