SELF CARE
PRODUCT GUIDE

Jolene Hart, CHC, AADP
At Unite for HER, we help people take a closer look at the products they are using and provide resources for switching to safer alternatives. Our aim:

• To be a source of trustworthy information.

• To empower and educate patients about safe personal care product options and their personal care product choices.

• To share some of the potential risks of commonly-used skin care ingredients, as well as the shortcomings and lack of long-term testing of many ingredients in the US cosmetic industry.

• To offer clean personal care guidance that is accessible and actionable.

Our Beauty Advisor, Jolene Hart, CHC, AADP, will teach you how to detox your personal care products and build a lifestyle that supports your best self during treatment and beyond.

ABOUT THE AUTHOR

Jolene Hart serves as the Beauty and Wellness Advisor at Unite for HER. She is a Beauty and Health Coach, certified by the world’s foremost school for holistic health, NYC’s Institute for Integrative Nutrition, and the American Association of Drugless Practitioners. She is the author of the best-selling “Eat Pretty” book series on nutrition and self-care for healthy skin and body, which has been translated into four languages. In her coaching, Jolene teaches people to become their healthiest, most thriving selves inside and outside by addressing health concerns ranging from acne and weight gain to hormonal imbalances and nutrition for healthy aging. Through her company, Beauty Is Wellness, she educates about the powerful connection between nutrition and beauty, and teaches them how to eat for beauty each and every day with healing recipes and cooking instructions. Learn more about her work at jolenehart.com.
OVERALL SELF CARE & WELLNESS GOALS

• Reduce unnecessary exposure to potentially harmful ingredients
• Build a safe personal care routine that helps you look and feel your best
• Nourish yourself during your treatment and beyond to support the healing process

WHY BE CONCERNED WITH THE INGREDIENTS IN OUR PRODUCTS?

• Ingredients are loosely regulated in the United States, and many are banned elsewhere in the world
• Our skin absorbs 60% of what we apply to it, including chemicals
• Avoiding harmful ingredients supports balanced hormones and healing and prevents unnecessary health risks
• Finding pure, potent ingredients for our skin and bodies also creates a healthy environment

WHERE TO START WHEN BUILDING A SAFE PRODUCT REGIMEN

If changing your routine feels overwhelming, start...

1) with the products you use most often—deodorant, shampoo, bar soap, etc.
2) with the products you use over the biggest area of your skin—lotion, sunscreen, etc.
3) with products that are easily ingested, like chapstick

HEALTHY UPGRADES FOR HAIR

Color treating: Remember that your hair dye use is only one factor in the formation of cancer in the body. Depending on your routine, it could be a frequent risk or an occasional one.

When in doubt, go with a safer product. There are increasingly more and better options for safer hair dye choices—ask for natural hair dye options at your favorite salon or barbershop, or seek out a location that uses only natural products. Note that most of these products will be a healthier choice, but not organic, due to the nature of hair dye.
Top 5 Ingredients to Avoid

A starting point for identifying natural products...

1. PARABENS.

Look for names like methylparaben, ethylparaben, propylparaben, butylparaben, isobutylparaben, isopropylparaben

Parabens are widely-used preservatives that show up in a huge range of personal care products. They act like weak estrogens in the body, opening the door for hormonal disruption and dysfunction. Exposure to external estrogens like parabens can increase the risk of cancer and cell abnormalities.

A study looking at the effect of very low doses of parabens on HER-2 positive breast cancer cells found that parabens turned on estrogen receptors in these cells and significantly sped up the rate of tumor growth at concentrations 100 times smaller than previously thought.

As a result, paraben use may lead to faster, more aggressive tumor growth and the formation of malignant cancer, according to the Silent Spring Institute.

You’ll usually find parabens toward the end of an ingredient list, and ‘paraben’ will be the suffix of the ingredient name.

Natural preservatives you may see used in place of parabens include leuconostoc/radish root ferment, lactobacilli ferment, l-ascorbic acid, and/or d-alpha tocopherol.

“The federal law that regulates cosmetics safety, which is more than 75 years old, does not require companies to share safety information with the Food and Drug Administration. The law bans ingredients harmful to users, but it contains no provisions for the agency to evaluate the effects of the chemicals before they are put on shelves.”

2. PHTHALATES.

Look out for the terms fragrance, perfume, parfum— as well as these abbreviations: DBP (di-n-butyl phthalate), DEP (diethyl phthalate), DMP (dimethyl phthalate), DEHP (di-2-ethylhexyl), and BzBP (benzylbutyl phthalate).

Phthalates are hormone-disrupting ingredients that have been linked to health issues as wide-ranging as autoimmune conditions, birth defects, reproductive health issues, and asthma. They are extensively in plastics, to make them soft and pliable.

In cosmetics, phthalates usually show up as an undisclosed ingredient in synthetic fragrance (in fragrance candles, room fresheners, detergents, and cleaning products, for example).

To reduce phthalate exposure from fragrance, switch to products that use a natural fragrance (look for ‘fragrance from natural sources,’ ‘no synthetic fragrance,’ or ‘phthalate-free’ on the label).

Nail polish is another source of phthalate exposure, so it’s helpful to look for phthalate-free nail polishes, especially those that are labeled ‘3-Free.’

3. FORMALDEHYDE-RELEASING CHEMICALS.

Look for the terms Diazolidinyl urea, Imidazolidinyl urea, Methylisothiazolinone, Quaternium-15, DMDM hydantoin, Bronopol.

Formaldehyde is a known human carcinogen. You won’t see ‘formaldehyde’ listed as an ingredient on cosmetic labels, even though it may be present as a preservative in the product you’re using.

In order to avoid formaldehyde, you must avoid a category of ingredients called formaldehyde-releasers that are present in nearly 1 in 5 cosmetics. These ingredients, when added to water, slowly release formaldehyde over time, as a preservative.
4. TRICLOSAN.

Look for the terms Triclosan, Triclocarban

Triclosan is a hormone-disrupting active ingredient in many antibacterial products. The FDA has banned the use of triclosan in antibacterial hand soaps as of Fall 2017. However, it will still show up in many hand sanitizers, toothpastes, and acne treatments.

Data shows that triclosan is no more effective at killing germs than plain soap and water, in addition to the hormonal health risks it poses.

Healthier hand sanitizer alternatives that use essential oils and/or alcohol to kill germs are readily available.

5. CHEMICAL SUNSCREENS, ESPECIALLY OXYBENZONE.

Look for the terms oxybenzone, as well as avobenzone, octinoxate, homosalate, and octisalate

- Oxybenzone is a widely-used sunscreen active ingredient suspected to act like an estrogen and hormone disruptor in the body.

- In addition to oxybenzone, some of the range of chemical sun-blocking sunscreen ingredients begin to degrade the minute they are exposed to the sun’s rays.

- Oxybenzone and octinoxate have been banned in Hawaii (ban takes effect 2021) because of the damage they cause to reefs and ocean life.

- The safest sunscreen active ingredients appear to be the mineral sunscreens zinc oxide and titanium dioxide. Look for ‘non-nano’ or ‘micronized’ forms.

- An excellent place to look for information and current ratings on sunscreen safety is the EWG’s Safer Sunscreen Guide.
SHOPPING TIPS

1. **IGNORE THE CLAIMS** on packaging. The front of a beauty product, or its packaging, is like an advertisement. Do look for cosmetic seals, like the ones outlined below.

2. **FIND A RETAILER YOU TRUST.** The best natural beauty retailers passionately keep up with ingredient research and development like few others in the industry. They often have the strictest standards, and are excited to help you grow your knowledge as a consumer.

3. **DON'T GO FOR THE CHEAPEST PRODUCT.** When it comes to naturals, you often pay for purity, small batch production and ethical sourcing. Just as you do when you buy organic produce, think about the longterm benefits of buying products with pure ingredients—and without potentially toxic additions.

4. **USE ONLINE RESOURCES & SMARTPHONE APPS** to stay up to date on the ever-developing information on cosmetic safety. You can use the EWG’s Cosmetic Safety Database (cosmeticsdatabase.com) to check on the brands you currently use and look up ingredient information. Ask questions and explore companies’ websites to find brands that are transparent with their ingredient info.

**WE RECOMMENDED THESE SMARTPHONE APPS FOR PRODUCT RATINGs:**

Think Dirty

EWG’s Healthy Living

---

**HOW QUICKLY DO THE CHANGES I MAKE HAVE AN EFFECT IN MY BODY?**

More quickly than you may think! A 2016 study from the University of California found that when subjects switched their conventional personal care products to natural versions, they experienced a 27% to 45% decrease of concerning ingredients—including parabens, phthalates, triclosan, and oxybenzone—in their urine, in just **three** days!
COSMETIC SEALS

Since the U.S. Food and Drug Administration doesn’t regulate the claims on cosmetic labels, many independent groups have created their own seals as a form of approval.

**USDA Organic.** Products with this seal contain at least 95% organic ingredients. The remaining ingredients must be approved non-agricultural ingredients or ingredients not available in organic form.

**Natural Products Association (NPA).** This seal certifies that at least 95% of a product’s ingredients are natural (from renewable resources found in nature), not tested on animals, and packaged with recyclable materials. At least 60% of a company’s entire product line must qualify to receive this seal.

**Soil Association.** This UK-based seal certifies that a product has a minimum 95% organic ingredients, minimal synthetic ingredients, and clear labeling.

**ECOCERT.** This European seal certifies that a product is at least 95% natural, with sustainable packaging and restrictions on parabens, nanoparticles, silicon, PEGs, and synthetic fragrances and dyes.

**Cruelty-Free and Vegan.** A self-reported manufacturer claim overseen by PETA that pledges a product and its ingredients were not tested on animals, nor do they contain animal-produced or animal-derived ingredients.

**Made Safe.** This certifies that a product hasn’t been made with ingredients known to cause human health harm, including endocrine disruptors, carcinogens, and reproductive toxins.

**NSF.** This mark assures consumers, retailers and regulators that products have been independently tested to comply with all standard requirements.
CONVENIENT PLACES TO SHOP LOCALLY

• **Whole Foods ‘Whole Body’ section** - Excellent return policy should you not like a product (save your receipt for returns); ingredient guidelines that products must meet before being allowed on shelves.

• **Wegmans** - Dedicated natural product section.

• **Target and target.com** - Limited selection of natural and organic brands, Acure, Alba, Pacifica, Native, Thayers, Schmidt’s, Badger, Burt’s Bees, Honest, Shea Moisture, Weleda, SW Basics, Seventh Generation, W3ll People, Zuzu, Nourish, Alaffia, Avalon, Jason, Cocokind, Meow Meow Tweet. Target Clean symbol denotes products without phthalates, 2 types of parabens, and sodium laurel sulfate.

• **Online** - Many natural brands can be purchased easily on Amazon.com, pharmaca.com, luckyvitamin.com, vitacost.com, etc.

• **Specialty online natural personal care shops like** aillea.com, credobeauty.com, follain.com, beautyheroes.com, or thedetoxmarket.com.


• **ULTA and ulta.com** - Limited selection of natural and organic brands, including Acure, Captain Blankenship, Babo Botanicals, Andalou Naturals, Meow Meow Tweet, Weleda, Mychelle, Coola, Juice Beauty, Jane Iredale, Shea Moisture, Olivia Garden, Yes To.


**NEXT STEPS TO BUILD A HEALTHY SELF CARE ROUTINE:**

1. When you shop, look for naturals— can you swap your top 5 most frequently used products to reduce your exposure to unwanted ingredients?

2. Take care, naturally. What are a few healthy ways that you can care for yourself during treatment and beyond?

NOTE: The information in this guide is not intended to diagnose, treat, or prevent illness. It should not be seen as medical advice and is not meant to take the place of your seeing licensed health professionals. Please consult your doctor or professional health care advisor regarding your specific health care needs.
Natural and Organic Product Suggestions
(a few to get you started - you will find many more!)

Natural Skincare

FACE:
- Badger
- Burt’s Bees
- Brickell
- Josh Rosebrook
- Lilfox Men’s
- Ursa Major
- Pangea
- Acure
- Dr. Hauschka
- John Masters Organics
- Biossance
- Weleda
- Derma-e
- Bulldog

Shave:
- Dr. Bronners
- Avalon
- Kiss My Face
- Ursa Major
- NOW Foods
- Weleda
- Burt’s Bees
- Badger
- Brickell
- Bulldog

Body:
- Dr. Bronners
- Burts bees
- Pangea
- CV Skinlabs
- EO/Everyone

Everyday Shea
- Nature’s Gate
- Bulldog
- All Good
- Acure
- Badger
- SkinCanDo

Natural petroleum jelly/Aquaphor/Vaseline alternative (made with beeswax and natural oils):
- Waxelene

DEODORANT:
- Schmidt’s
- Native
- Piperwai
- Nourish
- Blissoma
- Ursa Major
- Meow Meow Tweet
- Acure
- Bulldog

Hair:
- Shea Moisture
- Whole Foods brand
- Desert Essence
- Shea Moisture
- Rahua
- Seed Phytonutrients
- Acure
- Everyday Shea
- Honest
- Ursa Major
- Brickell

Ammonia-free at-home haircolor: look for/ask your salon for ammonia-free, as well as free of resorcinol and PPD
- Hairprint (natural grey coverage)
- Madison Reed

Sunscreen (check out the EWG Guide to Sunscreens for specific product names):
- Badger
- California Baby
- Aubrey Organics
- Goddess Garden
- Babo Botanicals
- Bare Republic
- Coola
- Juice Beauty
- Suntegrity
- Nature's Gate
- Mychelle
- All Good
Bug Sprays: 
Zoe Organics 
Badger 
*For combination of documented effectiveness and least toxic exposure, look for a bug spray with picaridin as the active ingredient. See EWG Guide to Bug Repellents in the Age of Zika.

Hand sanitizer: 
EO 
Honest Company 

Liquid soaps and body washes: 
100% Pure 
Badger 
Dr. Bronner’s 
EO 
Everyday Shea 
Honest 
Kiss My Face 
Seventhth Generation 

Toothpaste\Mouthwash: 
David’s Premium Naural 
Jason 
Nature’s Gate 
The Honest Company 
Tom’s of Maine 
Weleda

Home: 
Naturally scented, nontoxic candles: 
Cultivar 
Big Dipper Wax Works 
Good Earth 
Neom Organics 
Red Flower 
Way Out Wax 

Cleaning products: 
Biokleen 
Branch Basics 
Dr. Bronner’s 
Earth Friendly Products (ECOS brand) 
Ecover 
Seventh Generation 
The Honest Company 

Lubricant: 
Sliquid 
Sustain 
Uberlube 
Woo