



C.A.R.E.

Compassion for Animals, Respect for the Earth

# The Myths about 'Cruelty-Free' Products: The Hidden Ingredients in Products You Thought Were Safe



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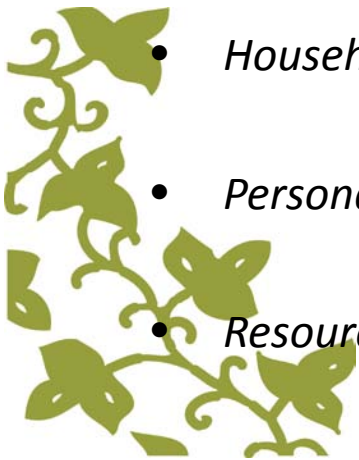
# Subjects of the Day

***What is lurking in your home and personal care products marketed as “cruelty free” and “natural”?***

- *Background to Synthetics and more about me.....*
- *Dangerous Household Protectors for you and your pets- very hidden products and ingredients.*

*Non cruelty-free ingredients- Hidden, Dangerous, and more*

- *Household Cleaners*
- *Personal Care- Cosmetics, Hair Care, Skin Care*
- *Resources*



# Love and Respect of Animals



**Tony- My Jersey born Multi-Poo  
and child of 4 years.**



- *Passion, love and respect for animals has been a constant in my life.*

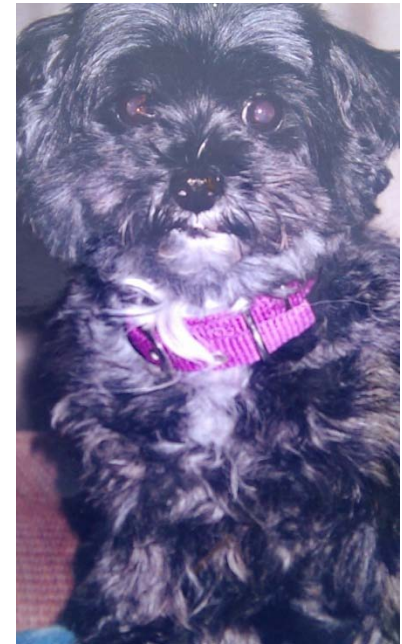
- *Family Value*

- *Dogs, Cats, Peacocks, Horses, Fish, Goats....and Nature*

- *Part of the Family*

- *April and Tony*

- *Vegan for 10+ yrs*



**My Beloved April-1989-2007**

# Ingredients-All Household Products and Personal Care

- All should be listed:
  - On the label
  - Online
- Brochures and Marketing

- Should Be Proud and Not Disclose

**\*Regulations**

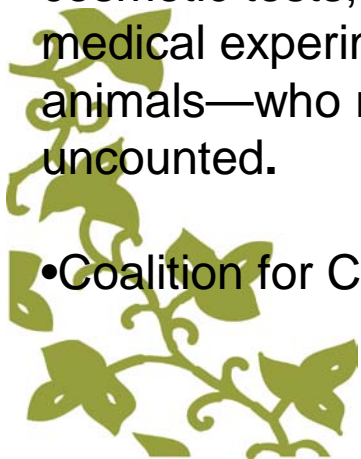


# Our Family



# Synthetics and Animal Testing

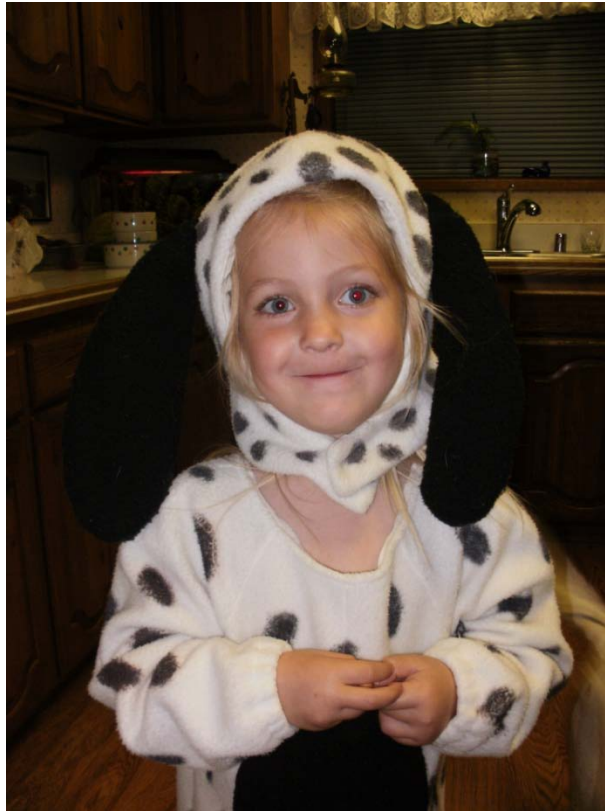
- Humane Society (HSUS): safety testing of chemicals and consumer products ~ 2-4 million animals accounted for.
- HSUS: “ethics and humaneness of deliberately poisoning animals [and] the propriety of harming animals for the sake of marketing a new cosmetic or household products”
- Many tests give misleading results.
- 100 million+ animals every year suffer and die in cruel chemical, drug, food and cosmetic tests, biology lessons, medical training exercises, and curiosity-driven medical experiments. Exact #'s not available-mice, rats, birds and cold-blooded animals—who make up more than 95 percent of animals used in experiments—go uncounted.
- Coalition for Consumer Information on Cosmetics



# Grandmother's Poncho

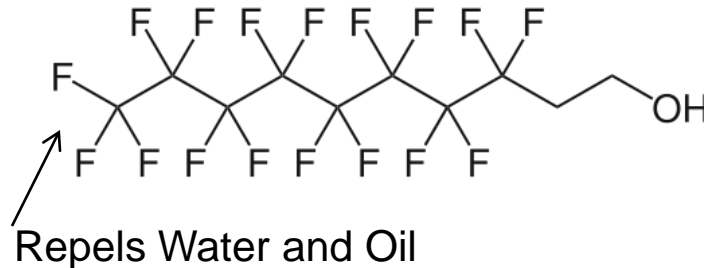


# Household Protectants



# Household Protectors- What, Where, and How?

What: F synthetic stain repellents and easy clean products. Many types.  
What: Synthetic Stain Repellents, Ease of Cleaning, Ease of Applying.



Where: Carpets and Carpet Care, Textiles (furniture, clothing), Stone and Tile, Food Wrappers (popcorn, frozen pizza, candy), Paint and Coatings, Non stick pans.  
Where: Carpet, Couches, Stone and Tile, Leather, Clothing, Dental Floss, Some Food Wrappers (microwave popcorn, frozen pizzas, fast food), Paint and other Coatings, Non stick pans.

How: Pre-treated, ie, couch, carpet, etc; Post-treated, ie, protectant sprays, carpet care

How: Comes already applied, ie New and Used

Furniture/Clothing. Reapplied, ie Carpet Cleaning, Applied, ie Fabric/Upolstry Sprays.

How will you know if it is treated? Difficult....



# Very Hidden Ingredients and the Dangers

- Breakdown of F-protectants and leaching from household products direct routes of exposure.
- Much is unknown from lack of studies.
- Bio-persistent and known human/animal health effects. Toxicants and carcinogens in animals. Found in drinking water.
- No warnings or ingredient listed.
- **All animal tested. New products continue the cruelty.**
- EPA continues studies and lobbies strongly against the use.
- 2008- Bill brought to ban in CA from food wrappers.





# Household Cleaning

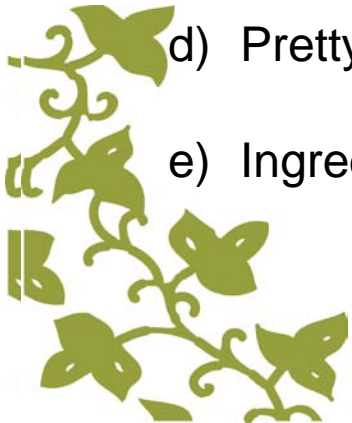


# Household Cleaning

## No Regulations for Ingredient Listing! What to look for?

Healthy **Complete** Ingredient Listings- **Few**...even in “natural” Marketing schemes

- a) No Ingredients
- b) What it doesn't contain: “Not Animal Tested”, “Natural”, “Cruelty-Free”, “Non Toxic”
- c) Legal names- ex. “Natural Plant Surfactant”- sodium laureth sulfate
- d) Pretty Packaging for Natural
- e) Ingredients “derived from”



# Dangers of Household Cleaning

- EPA -levels of several VOCs (Volatile Organic Compounds) "average 2 to 5 times higher indoors than outdoors."
- American Association of Poison Control Centers reports that more than 120,000 children under the age of five were involved in incidents involving household cleaners in 2006.
- Anti-bacterial soaps- triclosan, alcohol, resistance
- Air Fresheners: Caution



# Common Ingredients to Avoid

- Soaps: Sodium laurel sulfate (SLS): Carcinogen, toxin, genetic mutagen
- Ammonia :Fatal when swallowed
- Bleach: Potentially fatal if ingested
- Chlorine: Number one cause of poisonings in children
- Propylene Glycol: Immunogenic; main ingredient in antifreeze
- Perchlorethylene: Damages liver, kidney, nervous system



# How to Make Your Own

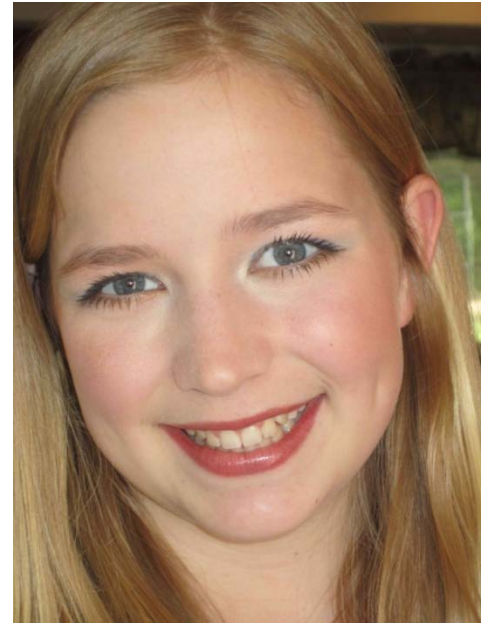
**\*Organic Vinegar, Baking Soda, Lemon Juice, Vegetable Oil, essential oils-  
Have Fun!**

- Furniture/Floor Polish: 1 part lemon juice with 2 parts olive or vegetable oil.
- Ammonia Based Cleaners/Glass Cleaner: 3 Parts Organic Vinegar with *1 Isopropyl Alcohol* or 4 Parts Organic Vinegar to 1 Part Salt Water
- Scrubbing Cleaners/Bathroom/Sinks: Baking Soda/Damp Cloth and Organic Vinegar on a cloth to disinfect.
- Clogged Drains:  $\frac{1}{4}$  cup Baking Soda weekly
- Carpet: Baking Soda to absorb stains, clean with Vinegar/Soapy water to and pets don't like the smell.
- Dry Cleaning/Washing: Hand Wash/Wash with Saponified Natural Oils (Castile Soap)
- Air Freshening: Essential oil/Reeds/glass container or on the stove heated with water
- Dish Wash: Castile Soap, Vegetable Glycerin, water, essential oils.





## Personal Care and Cosmetics



# Personal Care Use- Alarming Facts

- Average consumer uses between **15 and 25 personal care and cosmetic products everyday.**
- Products may contain more than **two hundred synthetic chemical compounds,** which may cause harm with **repeated exposure which have been animal tested.**
- Ingredients Listing is mandatory yet..... not monitored by the Food and Drug Administration (FDA) \* Small Businesses
- 89% of the 10,500 chemical ingredients used in personal care products have never been tested for safety.

- **1 in 3** products contain 1+ classified as a **possible human carcinogen or reproductive toxin.**



# How to Read a Color Cosmetic Ingredient List

FDA regulations on Listing Ingredients. Two types: The most common with colorants at the end or by predominance. Minerals such as Mica, Titanium Dioxide, Zinc Oxide and such are defined Colorants in the U.S.

Branded Shade Line



## Foundation Ingredients:

*INGREDIENTS: Boron Nitride, Magnesium Stearate, Kaolin, Organic Jojoba Seed Oil, Grapefruit Seed Extract, Organic Soy Lecithin, Glycerin, Natural Vitamin E, Silica, Mica, Zinc Oxide, Titanium Dioxide, Iron Oxides .*



Boron Nitride to Silica:  
Order of predominance

Mica to Iron Oxides: Colorants, in any order, after other ingredients.

Branded Shade Line



## Eye Liner Ingredients:

*INGREDIENTS: Boron Nitride, Corn Starch, Magnesium Stearate, Organic Jojoba Seed Oil, Organic Soy Lecithin, Grapefruit Seed Extract, Natural Vitamin E, Glycerin, Mica, Iron Oxides May Contain [+/-] Titanium Dioxide.*



Boron Nitride to Glycerin:  
Order of predominance

Mica to Iron Oxides: Colorants, in any order, after other ingredients. May Contain [+/-] Titanium Dioxide. The May Contain list shall only list ingredients not common to all products in a shade line.



# Hidden ingredients- “Healthy” Makeup

**\*Call Company and Ask Questions**

**\*“Organic”, “Natural”, “Pure”, “Green” Claims, ie, “organic minerals”**

## **Common animal based and toxic ingredients with vegan alternatives**

•Allatoin: Uric acid from cows, most mammals. Alt.: plants (especially comfrey).

•Silk Powder: Silkworms are boiled in their cocoons: Alt: Silk Cotton Tree

•Bismuth Oxychloride: Byproduct of Coal Mining: Alt: Boron Nitride

### **•Carmine\***

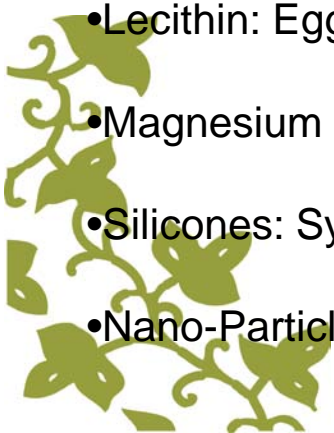
•Dyes: FD&C: Coal Tar: Alt: Minerals, Grapes, Beets

•Lecithin: Eggs or GMO: Alt: Non GMO Soy

•Magnesium Stearate: Stearic acid from plant sources

•Silicones: Synthetic: Plant Oils

•Nano-Particles: Alt: over 100-200nm



# More Ingredients: Skin and Hair Care

- Biotin: Milk: Alt: Plant sources
- Collagen: Animal tissue: Alt: Almond Oil, Soy Protein
- SLS and similar: Alt: Coco Glucoside (*from coconut oil and fruit sugar*), Cocamidopropyl Betaine (*from coconut oil*)
- Lanolin: Oil glands of sheep/from wool: Alt: Plant oils
- Bee Products: Bees are selectively bred and killed. A cheap sugar is substituted for their stolen honey. Millions die as a result. Legs often torn off by pollen-collection trapdoors. Alt: Plant waxes
- Myristic Acid: Animal based: Alt: Coconut Oil
- Keratin: Protein from ground-up horns, hooves, feathers, quills: Alt: Soy Protein, Almond Oil
- Natural Sources: Animal or Plant



# Water + Personal Care

- Water = bacterial growth = preservative needed
- Not all preservatives are the same: Phenoxyethanol, Potassium Sorbate, essential oils, antioxidants vs Parabens.
- Usually ~1%
- Consider frequency and rinse off vs leave on for where to begin.
  - a) Makeup
  - b) Lotion
  - c) Shampoo
  - d) Conditioner
  - e) Deodorant\*



# Carmine: Killing for Pinks and Reds



Female Cochineal Beetle



Nests on Cactus Plants

- Crimson Lake, Cochineal, Natural Red #40
- Cosmetics and Food
- Production:
  - a) Harvest: Pregnant females in humanely collected.
  - b) Killed : immersion in hot water and then sundried, or baked directly in the sun.
  - c) Pigment: Crushed, dissolved in a solvent, and filtered.
- ~70,000 female insects produce one pound of cochineal.
- The population of insects required for the annual consumption amounts to six times the world's human population.
- May Contain Lists
- Replacement: Minerals



# Conclusions for Change

- Billion dollar industries are difficult to change.
- Health and safety of household products relies on us.
- Support for bills such as the 2008 PFOA food wrapper Bill.
- Read Ingredient lists on all products.
- Knowledge, Call, Ask, Complain, Write, Support, Rally



# Resources

- [www.peta.org/living/vegetarian-living/animal-ingredient-guide.aspx](http://www.peta.org/living/vegetarian-living/animal-ingredient-guide.aspx)
- [www.cosmeticssafetydatabase.com](http://www.cosmeticssafetydatabase.com)
- [www.teensturninggreen.org](http://www.teensturninggreen.org)
- [www.healthycleaning.com/whycleanhealthy.html](http://www.healthycleaning.com/whycleanhealthy.html)
- Whole Foods: New Implementations for household cleaning
- Cosmetic lines that list all ingredients on labels, marketing material, online and answer all questions.
- MSDS