INSTRUCTIONS:
1. Cut along outside line.
2. Fold along middle line.
3. Fold into fourths.

Quick Tips for Choosing Safer Personal Care Products
A guide to navigating personal care product labels
www.ewg.org/skindeep

Problem Products + Their Concerns
Some categories of products have major safety concerns. Avoid them, especially for kids.

Hair Straighteners
Cancer, allergy, skin and scalp irritation, hair damage and hair loss

Dark Permanent Hair Dyes
Allergy and cancer

Loose Powders
Inhalation risk

Perfumes/Fragrances
Allergy
Skin Lighteners
Skin irritation and damage

Common Ingredients with Safety Concerns
These ingredients can have harmful contaminants:

Avoid
DMDM hydantoin
Diazolidinyl urea
Imidazolidinyl urea
Ceteareth
PEG and polyethylene

Products with “fragrance” on the label can contain hundreds of chemicals and may trigger allergic reactions.

For more tips on buying safer personal care products check out:
www.ewg.org/skindeep/top-tips-for-safer-products/

Not All Products Are Safe
Cosmetics are poorly regulated and commonly made from untested chemicals-makers can use almost any ingredient they choose.

How Can You Pick Safer Products?
- Use EWG’s Skin Deep® to find better options
- Opt for fewer products
- Read ingredient lists and choose wisely
- Claims like “gentle” and “natural” could be ad hype

When Shopping, Check the Ingredient List and Avoid the Following:

Your Body
Triclocarban (bar soap)
Triclosan (liquid soap)

Moisturizing
Retinyl palmitate or retinol in daytime skin products

Your Nails
Formaldehyde or formalin in polish, hardeners or other nail products
Toluene
Dibutyl phthalate (DBP)
Pregnant? Skip polish

Your Teeth
Triclosan in toothpaste

Your Lips
Retinyl palmitate or retinol

Your Hair
“Fragrance”
PEG, ceteareth and polyethylene
Parabens: propyl, isopropyl, butyl, isoketyl

DMDM hydantoin

Your Skin + the Sun
Very few sunscreens provide adequate sun protection and are free of harmful ingredients.

Avoid
SPF above 50
Retinyl palmitate
Aerosol sprays
Oxybenzone
Insect repellent

Yes
Hats and shade in mid-day sun
Zinc is the best active ingredient, otherwise 3% Avobenzone
SPF 30 for intense sun
Broad spectrum protection
Use a lot and reapply frequently

Your Kids
Kids are sensitive. Use fewer products and pick them carefully.

Diaper Cream
Avoid
Boric acid

Baby Wipes
Avoid
2-bromo-2-nitropropane-1,3-diol (bronopol)

Toothpaste
Limit
Fluoride toothpaste for kids who might swallow it (none for kids under 2)

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