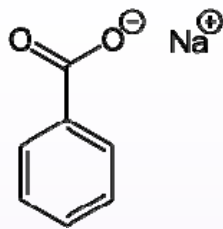




TOXIC Ingredients in
Skin Care Products

*Profiling Beauty's
"Rejection List"*

Sodium Benzoate



Sodium Benzoate is a chemical that has been used as a preservative in food and cosmetic products for decades. It has been deemed as safe for use by many countries around the world. However, the first warning bell came out in 1993 when a Professor Glenn Lawrence of Long Island University published research that showed that Sodium Benzoate can react with Ascorbic Acid (vitamin C) to form a very carcinogenic (Cancer causing) chemical named Benzene. Now, next time you take a sip of your soda pop, look at the ingredients—very often you will find both Sodium benzoate and Ascorbic Acid as some of the final ingredients as both chemicals are used as preservatives. It's kind of interesting when you think that for years we knew that some soft drinks can clean the tarnish off of a penny—Benzene is actually a very effective solvent (cleaning agent)

In 2007, a Professor Jim Stevenson of Southampton University published a report that showed that Sodium Benzoate when mixed with artificial colors can increase hyperactivity in children. In response, the artificial coloring was to be removed, but not the Sodium Benzoate.

As the problems mount many large soft drink companies have announced that they will phase out Sodium Benzoate in their products once an acceptable replacement can be found.

Why does Profiling Beauty reject products with Sodium Benzoate?

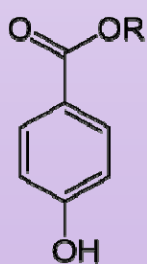
One of the greatest advances in recent history regarding skin care is the introduction of Vitamin C into facial care products. Vitamin C is crucial in the formation of Collagen, which is one of the support proteins in the skin that can give skin its firmness and strength. Vitamin C also can aid your skin in repairing itself and is a powerful antioxidant which has the capability of stopping free radical damage. Free radicals that are formed from diet, sun exposure and overall aging, constantly are attacking the skin making it weaker over time, Vitamin C acts as a

catcher's mitt and stops the free radical in its tracks. And finally Vitamin C has been shown to have a natural UV protection capability to prevent the production of free radicals and damaged cells in the first place.

As said, Sodium Benzoate reacts with Vitamin C (ascorbic acid) to form a chemical named Benzene. Even tossing the Cancer causing ability aside for a bit, the presence of a powerful solvent on your skin is very damaging. As no one can know the amount of time Sodium Benzoate can stay on your skin after you apply a product containing Sodium Benzoate, no one knows how long you should wait before applying a product containing Vitamin C without risking a reaction. The result of such a reaction could not only damage cells, but also toughen your skin over time which actually contributes to the aging effect.

It's not without sacrifice, Sodium Benzoate is an excellent preservative and could mean a lotion that is incapable of forming mold or mildew for 30 years as compared to a preservative free version which may start to separate and cloud after a year to a year and a half. But in all reality, Profiling Beauty wants our customers to love their product so much that there is no chance that they will sit on the shelf for over a year, and our production facilities offer products that are almost made to order.

Parabens



Parabens are another class of preservatives that are in the majority of conditioners, deodorants, lotions, creams—anything that is not meant to be rinsed off. They can be called Methylparaben, Butylparaben, Propylparaben, Butylparaben.

The first concern was raised in 2004 when Philippa Darbre, a molecular biologist, found traces of parabens in Breast Cancer tumors. Further research showed that Parabens could not be linked as the direct cause of such tumors and therefore the study was

dismissed. But we do learn one thing from that study, Parabens cross the skin barrier and enter the bloodstream. Which gives rise to the next warning bell.

Parabens act like Estrogen. It is accepted industry-wide that Parabens are “Weak estrogen mimickers.” Estrogen, the female hormone, is a fat storing hormone. It is present in both women and men. While men’s estrogen levels stay pretty much the same throughout their lives, women’s estrogen levels can fluctuate with menstrual cycles and pregnancy. When pregnant the estrogen levels are higher which allows the body to start storing fat to protect the baby. Higher estrogen levels trick the body and the body starts storing fat accordingly in the lower belly, hips, thighs and breasts. When men experience higher estrogen levels it mainly causes higher fat storage in the breast tissue.

As admitted, Parabens are “weak estrogen mimickers.” Therefore, they will act as estrogen along with your normal levels of estrogen in your body—raising your body’s perceived overall estrogen levels.

Why does Profiling Beauty reject products with Parabens?

This is tough, and we aren’t at 100% yet—the last remaining products that we carry that contain Parabens are the liners (eyeliners and lip liners). We did introduce a Black Eyeliner in 2011 that is free of Parabens and meets our quality standards and should be following through with the rest of the colors as soon as we can.

We reject the idea of Parabens under the idea that if it is not beneficial, and may be harmful; and we like to err of the side of caution. It is better to choose not to use an ingredient and that choice limit the shelf life of our products than to put our sales force in the position of selling products that may not be the best for their customers, and to have our customers use products that may potentially harm.

Sulfates



Sodium Laureth Sulfate and
Sodium Lauryl Ether Sulfate

that will create suds. These are products called surfactants. The main idea behind a surfactant is to break up oils by reducing the surface tension. This allows the oils and dirt to be easily washed away. Sulfates are present in dishwashing detergents, body scrubs, shampoos, body gels, body washes, facial masks and have recently been placed in some hand creams.

First of all sulfates are skin irritants, with SLS being classified as a “known irritant”. Your skin has a fantastic ability to deal with irritants and protects itself sometimes by flushing blood to the skin, swelling, etc. Since this is only temporary, some would think that this is safe. And it may be, but with repeated use, your skin will start to expect the irritation, it will start to protect itself by thickening the skin, which is a definite sign of aging.

At once, and still today, many companies touting their sulfate free products have made the claim that Sulfates are carcinogenic (cause cancer). This is not a position that Profiling Beauty is willing to taking at this time. Many tests have been conducted that cannot confirm this claim. However, recently concern arose that many Sulfates are contaminated with a chemical known as 1,4-Dioxane—a known and confirmed carcinogen. The US FDA has asked manufacturers to remove that chemical during production, but they are not required to do so by federal law.

Why does Profiling Beauty reject products with Sulfates?

Profiling Beauty relies on our partners to supply us with products that we feel comfortable having our Profilers sell. Many times we have to trust our suppliers are as conscious as we are about what is put in their products and who supplies their ingredients. But, this can't guarantee it enough for our standards. If a supplier received a shipment of Sulfates that may have been contaminated, it would be hard for us to test this.

There is also the factor that Sulfates are skin irritants. We want to be sure that our products do not irritate the skin, but rather leave the skin in better condition after each use. Each irritation that facial skin receives is one more reason that skin has to toughen up. This toughening makes the skin lose its elasticity and its youthful glow.

Nickel



Nickel is everywhere. Manufacture any product and it is likely to contain Nickel. There are two major problems with Nickel: it is an irritant and it is also a very common allergy. As many as 30% of all women may have a Nickel allergy—most are unaware.

At one time a green pigment was made that contained Nickel in cosmetics—it has since been taken off of the market. You can look on your cosmetics label and probably never see Nickel on the listing as ingredients as manufacturers are not required to list on the label ingredients that make up less than 1% of the product or any ingredients that are not purposely put there. The product of the manufacturing environment or an ingredient of the product may be contaminated because the mining of certain Talcs and salts can sometimes contaminate the cosmetic with Nickel.

As it is not purposely put there, the best ways to prevent Nickel contamination is to avoid known ingredients that are often contaminated and to test for Nickel in the Product.

Profiling Beauty and Nickel Testing

Profiling Beauty is on the forefront of the Nickel allergy problem. Profiling Beauty offers some of the first Nickel Tested foundations, eyeliners and baby products on the US Market. It is a continuing effort that we will constantly address as new sources of Nickel contamination become identified.

Mineral Oils



Despite its natural sounding name, Mineral Oil is actually a petroleum byproduct. The most common problem that arises is the development of allergies to mineral oil. This is not surprising when you look at the amount of baby products that contain mineral oil. The reactions can

continue throughout child development and into adulthood as mineral oil can be added to lotions, bath oil, medicines and cosmetics.

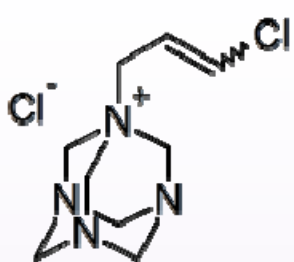
Aside from the allergic reaction, your skin also does not recognize Mineral Oil. On one hand, your skin is irritated and may react with reddening and with continual use, your skin will then toughen and look less youthful. On the other hand Mineral oil is a complex of hydrocarbon chain (a really big molecule), as such, it acts like a layer of plastic on the skin. This does not allow the normal oxygen transfer that your skin needs, it does not allow for the release of toxins and finally it lowers your skin's capability of forming Vitamin D from the sun.

Why does Profiling Beauty reject products with Mineral Oil?

The first and foremost reason we reject Mineral Oil as a skin care additive is its irritant properties. A large part of the philosophy practiced by the Mediterranean/Japanese Skin Care technique is preventing damage and "babying the skin." With that, any ingredient that has irritant properties should not be placed in any skin care product and should especially be kept away from infant and baby care

And Mineral Oil is everywhere. It is cheap because it is a byproduct, many companies can buy barrels of it for very little cost. As it does not fit with our philosophy and standards for our ingredients, Profiling Beauty proudly rejects any products with Mineral Oil

Quaternium 15



Quaternium 15 is another in the line of vicious preservatives in the name of making a cosmetic last on the store shelf for decades. It is a known allergen, with more and more children developing allergies to it every year as some of the most popular baby shampoos contain it.

Quaternium acts as a formaldehyde releaser, which gives it its fantastic preservative power, but formaldehyde is a known carcinogen and has neurological effects. And again, Quaternium 15 has been found in the blood stream so it is crossing the skin barrier.

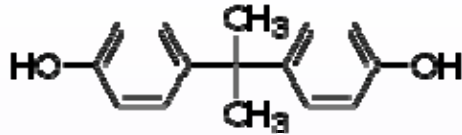
In 2009, the Journal of the Dermatology Nurses Association published a report expressing great concern over Quaternium 15. It kills bacteria by releasing formaldehyde and that process itself causes skin irritation. There are two major concerns: Formaldehyde is released in an uncontrolled environment and concerns in creating resistant bacteria also arise with this chemical.

Why Profiling Beauty Rejects Quaternium 15

The skin irritation is known to toughen the skin and results in premature aging. The Mediterranean/Japanese Skin Care techniques are all about reducing the level of skin irritation and treating skin much more gingerly. The concern with the irritation and the Formaldehyde release raises alarm enough to reject any products containing Quaternium 15



BisPhenol A (BPA)



BPA is not so much an ingredient in cosmetics and skin care products, but it is a result of the packaging. It is a plasticizer which means that it is

used to make the plastic itself. This is probably one of the most controversial of all chemicals right now. Studies have linked BPA with obesity, Neurological Disorders, Thyroid diseases, Reproductive problems and possibly Cancer. Each one of these studies, of course, have opposing studies that say that the data is inconclusive, but enough concern has been documented so that several countries have banned the use of BPA as a plasticizer.

Again, if there is one thing that the industry does admit, it is that BPA is a “weak estrogen mimicker,” and if you are just reading about this chemical you missed the other “weak estrogen mimickers “ and what they could do to your body. Estrogen, the female hormone, is a fat storing hormone. It is present in both women and men. While men’s estrogen levels stay pretty much the same throughout their lives, women’s estrogen levels can fluctuate with menstrual cycles and pregnancy. When pregnant the estrogen levels are higher which allows the body to start storing fat to protect the baby. Higher estrogen levels trick the body and the body starts storing fat accordingly in the lower belly, hips, thighs and breasts. When men experience higher estrogen levels it mainly causes higher fat storage in the breast tissue.

Why does Profiling Beauty Rejects BPA?

First of all, where there is smoke, there is usually fire. Even if no evidence winds up being completely conclusive on the health concerns of BPA, it is most certainly not a beneficial ingredient and it does leach into the products.

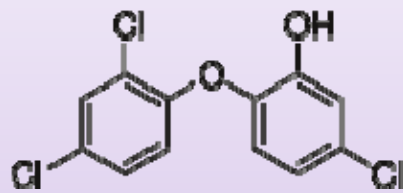
Where we can, we try to use glass containers. This is more expensive, but glass is non permeable and actually allows our products to be more natural and still last a fair amount of time (not decades however—that

takes preservatives). Where plastic is necessary because of how the product is delivered, our packaging does not contain BPA or any of its alternatives. We are currently rejecting plastic that contains BPA alternatives, of which little study has been done as to whether they are better or worse than BPA itself.

Triclosan

Triclosan is an anti fungal and anti bacterial ingredient that is present in many hand soaps, mouthwashes, deodorants and sanitizers. Aside from adversely affecting the natural flora and fauna of your skin (which is an important part of skin health), Triclosan is another one of

those “weak estrogen mimickers.” Estrogen, the female hormone, is a fat storing hormone. It is present in both women and men. While



men’s estrogen levels stay pretty much the same throughout their lives, women’s estrogen levels can fluctuate with menstrual cycles and pregnancy.

When pregnant the estrogen levels are higher which allows the body to start storing fat to protect the baby. Higher estrogen levels trick the body and the body starts storing fat accordingly in the lower belly, hips, thighs and breasts. When men experience higher estrogen levels it mainly causes higher fat storage in the breast tissue. Here again, we know that Triclosan somehow gets into the bloodstream, which is more than enough to raise alarm.

There is also wide concern among all antibacterials as many in the disease control community feel that the overuse of such products will develop resistant bacteria. Bacteria can adapt so fast and soon we add another weapon lost in the battle against harmful bacteria. Also, the mutation that allows the bacteria to survive the chemical is not always a clean one. The change that makes a bacteria resistant to a chemical may also give the bacteria more dangerous side effects. MRSA

(**Methicillin-resistant *Staphylococcus aureus***) is a very resistant form of bacteria that has mutated and is of great concern now as the bacteria developed a resistance to many medications and sanitizers that used to be effective.

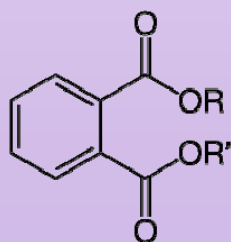
Why Profiling Beauty Rejects Triclosans?

Part of the Mediterranean/Japanese Skin Care techniques is the teaching of balance. Whereas before we thought that getting rid of every single speck of dirt and every molecule of oil was the main goal of skin care, we now know that a more gentle, yet effective approach is needed when caring for all of our skin. Good hygiene is extremely important for health, but a chemical shouldn't replace hand washing or bathing—both of which, when done correctly are just as effective and present much less harm to the body.

Profiling Beauty also feels that the future belongs to our children. Each thing we do today could have consequences that reverberate far into our children's future. It is far better to build the immune system arsenal by fighting a cold or two, than to live without such inconveniences for the present and give a world to our children with bacteria that are deadly and almost invincible.

Again, of great concern, if it is admitted to be a "weak estrogen mimicker," then it is fully admitting that it crosses the skin barrier into the bloodstream.

Phthalates



The final of our weak estrogen mimickers is a chemical class called phthalates. These, thankfully are on their way out the door. In the meantime however, until they are fully replaced, these plasticizers are almost everywhere and, as opposed to BPA, there is absolutely no question that phthalates are released constantly into their

surrounding environment. The list of products that contain phthalates is large, but here are a few: PVC pipes, solvents, glues, product containers, medical pill coverings, dispersants, emulsifying agents, lubricants, suspending agents, electronics, agricultural products, medical devices, detergents, cleansers, children's toys, waxes, paints, food products and textiles... and that is just to name a few.

There are some studies that link phthalates to cancer. Which again, many in the plastics industry reject as a valid claim, but phthalates are indeed known as endocrine disruptors. Endocrine disruptors are dangerous as they mess with the body's natural hormonal balance, leading to weight gain, neurological damage and quite possibly birth defects. Also, as an admitted endocrine disruptor, there can be no doubt that it crosses into the bloodstream. In fact, when the Center for Disease Control tested people for metabolites (signs in the bloodstream that the body was trying to break down a phthalates), it was found that the majority of the test subjects were subjected to phthalates and carried those metabolites in their bloodstream.

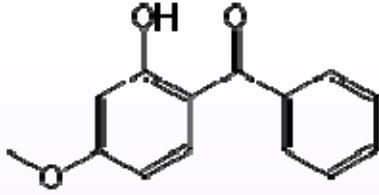
Why Does Profiling Beauty Reject Phthalates?

As with BPA containing containers, our policy is to avoid packaging that contains phthalates. Our natural products do better in most cases when we use glass containers and in the cases where we cannot use glass, we choose to use plastics that do not contain phthalates, BPA or BPA alternatives.

Our packaging is a statement of our values—in fact it is the first impression of our products. We want to be sure that the packaging that holds our ingredients match our commitment to the quality of ingredients in our products.



Oxybenzone



Oxybenzone is a common ingredient in sunscreen. As important as sunscreen is in preventing free radicals, Oxybenzone may actually worsen the problem.

Studies have shown that Oxybenzone penetrates deep into the skin tissue and when exposed to UV light (a natural part of sunlight), it excites and creates free radicals under the skin's surface.

As stated, it has been shown to cross the skin barrier and may not be very easily rid of. The CDC did a study in 2008 and found that almost 97% of the people tested had Oxybenzone in their bloodstream. No one is quite sure what the long term damage of a chemical that stays in the bloodstream so long, its effect may just build over time.

Why Does Profiling Beauty Reject Products with Oxybenzone

Sunscreens should be an everyday ritual when it comes to skin care. It is of great concern to Profiling Beauty that Oxybenzone does not leave the blood stream and the benefits of such a chemical are not enough to offset the possible risks.



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