A Savvy Shopper’s Guide to Skin Care

Buying skin care can be confusing. Shops are packed with hundreds of brands. The dirty little secret about the skincare industry is that very few products actually do what they say they will – even worse, could potentially contain health and skin damaging ingredients. But there are ways you can become an empowered consumer who knows what to buy (and looks amazing too!)
THE TOXIC 10

Phthalates:
They usually aren’t listed on the label of your products. They are often found in anything that lists “fragrance” as an ingredient.

Benzoyl Peroxide:
Linked to the promotion of tumors, produces toxic effects through inhalation, and is a known skin, eye and respiratory irritant.

Methylisothiazolinone (MIT):
A preservative found in anything from baby shampoo to moisturizer

In studies with rats, a mere 10 minutes of exposure to MIT was enough to cause brain cell damage.

$ BUYING TIP $
Read the labels to spot any of these chemicals in your products. Buy products that contain no color additives and are scented by essential oils, not “fragrance.”
Many products are marketed as though they are made with unique and active ingredients, even though they really don’t really contain enough of that compound to be effective. This is an industry-wide scam called angel dusting.

$ BUYING TIP $  
Research your skin care company. If they are boasting powerful, scientific ingredients, make sure they know how much of that “active” ingredient is actually in the product.
Here are some other names for alcohol you'll see on the label:

- Ethyl Alcohol
- Denatured Alcohol
- Benzyl Alcohol
- Ethanol
- Isopropyl Alcohol

Beyond drying and irritating the skin, alcohols disrupt its barrier function. By removing important lipids like natural antibacterials from the surface, products containing alcohols leave skin vulnerable to attack from irritants, allergens, bacteria, and viruses.

$ BUYING TIP $

Try alcohol free products. Make sure you look for alcohol in your natural and organic products too!

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Suds are Duds

SLS reduces your skin's natural oils, leaving it exposed & in danger of becoming dry, irritated & prone to cracking.

If your soap suds, it is likely too alkaline for your skin. Most soaps contain a surfactant called sodium lauryl sulphate or SLS.

$ BUYING TIP $

Before you buy, look for sodium lauryl sulphate (SLS) or sodium laureth sulfate (SLES) in your products. After you buy, if it suds, it's likely going to do more harm than good. Find a non-sudsy soap!

If the pH of your cleanser isn't close to pH 5.5, it could damage your skin.

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Unfortunately, not all toxic and skin damaging ingredients are listed on the label.

**COSMETIC PRODUCTS & INGREDIENTS ARE NOT SUBJECT TO FDA PREMARKET APPROVAL AUTHORITY, WITH THE EXCEPTION OF COLOR ADDITIVES.**

A 2010 study conducted by the Campaign for Safe Cosmetics, found that a large number of popular colognes & perfumes contained hidden, toxic chemicals. Some of which are known to cause:

- thyroid disruption
- cancer
- allergic reactions
- sperm damage
- contact dermatitis
- asthma & wheezing
- headaches
- hormone disruption

In 2012, Europe’s Scientific Committee on Consumer Safety named 30 chemicals and 26 natural extracts as potential allergens.

These 56 substances are not legally required to be individually listed on cosmetics products, & can be lumped together under the term ‘fragrance.’

**BUYING TIP**
You can’t rely on the FDA, skin care, or cosmetics companies to inform you about what you’re putting on your skin. Talk to the people in your health food store, they’ll likely be able to point you in the direction of an ethical, trustworthy brand.
ORGANIC DOESN'T MEAN ORGANIC!

In 2011, the Center for Environmental Health filed a lawsuit against over 20 cosmetic companies for falsely labeling their products as organic.

California law states that any personal care product labeled as organic must contain at least 70% organic ingredients.

$BUYING TIP$
A brand or product that is certified organic doesn't mean all of the ingredients are actually organic & not causing you harm. Choose products that contain organic & wildcrafted ingredients. Also, make sure organic ingredients are listed first.

CEH's research proved that some of the biggest “organic” brands in the industry were failing to meet that standard.
BUYING GUIDE

THE TOXIC 10
Read labels and avoid products with the following ingredients: parabens, phthalates, benzoyl peroxide, triclosan, resorcinol, hydroquinone, mineral oil, methylisothiazolinone (MIT), oxybenzone, and artificial dyes and synthetic colors. Also, remember to look for ‘fragrance,’ as companies are not required to disclose ingredients in their formula.

DON'T BELIEVE THE HYPE
Research your skin care company to find out how much of their marketed “active” ingredient is actually used to make the product.

STEER CLEAR OF ALCOHOL
Avoid alcohol in your skin care. Alcohols that are particularly bad for your skin include ethanol, denatured alcohol, ethyl alcohol, methanol, benzyl alcohol, isopropyl alcohol, and SD alcohol.

SUDS ARE DUDS
Avoid sodium lauryl sulphate and products that suds when you use them.

ORGANIC DOESN'T MEAN ORGANIC
A USDA Certified Organic label doesn't mean that all the ingredients in the product are organic. Choose products that contain organic and wildcrafted ingredients, and make sure those ingredients are first on the ingredient list.

HIDDEN TOXINS
Don't rely on the FDA to make sure your skin care is safe. Talk to the people in your local health food store for recommendations for ethical, trustworthy brands.
BEAUTIFUL, GLOWING SKIN, GUARANTEED

Back in 2009, Annmarie realized what was in the skin care products she was using, and frankly, she was shocked. Her healthy lifestyle all the sudden didn't feel so healthy anymore. She wanted natural products that would make her skin beautiful, so she took matters into her own hands.

The Annmarie Skin Care line is organic and wild-crafted, with herb-infused oils and aloe that will make your skin glow.

If you'd like to try natural, pH-balanced, organic skin care, you can purchase a sample kit according to your skin type. Your samples ship to you for free anywhere in the world and come with a $10 off coupon to use on a future purchase.

Click Here to Try a Sample Kit
RESOURCES

• **EWG Skin Deep Database**

• **FDA Consumer Updates** – Is It Really FDA Approved?

• **University of Maryland**
  Report on Public Health Concerns - Phthalates and Bisphenol A

• **Neuroscience** – Abnormal Visual Processing and Increased Seizure Susceptibility Result from Developmental Exposure to the Biocide Methylisothiazolinone.

• **The Campaign for Safe Cosmetics** – Fragrance

• **Executive Agency for Health and Consumers**
  The Critical Review of Methodologies and Approaches to Assess the Inherent Skin Sensitization Potential (skin allergies) of Chemicals

• **Report from the Center for Environmental Health**

• **Huffington Post**
  Organic Product Lawsuit: Center for Environmental Health Sues Dozens

• **International Journal of Toxicology**
  Addendum to the Final Report on the Safety Assessment of Hydroquinone

• **World Health Organization**
  Concise International Chemical Assessment Document on Resorcinol

• **Environmental Health Perspectives**

• **Beyond Pesticides** – Triclosan: Environmental Fate and Effects