BizNGO Annual Meeting

Identifying Chemicals of Concern and Safer Solutions for Vulnerable Populations

December 5, 2023

Presented by Janet Nudelman
Director, Campaign for Safe Cosmetics
Sr. Director of Program and Policy, BCPP
Breast Cancer Prevention Partners is the leading and only national science-based advocacy organization working to prevent breast cancer by eliminating our environmental exposures to toxic chemicals.

BCPP’s Campaign for Safe Cosmetics protects people and the planet from toxic chemicals by educating the public; transforming the beauty industry to make products safer; and advocating for health-protective laws that benefit everyone regardless of where they live, work, or shop. As the original trailblazer for safe cosmetics, we focus on eliminating dangerous chemicals linked to cancer and other serious health concerns from beauty and personal care products once and for all.
Why Prevention?

• 1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime.

• BC is NOW the leading cause of cancer death for younger women (aged 20-39)!

• The majority of women have **no known genetic risk factors** for breast cancer.

• There is a **definitive and growing body of scientific evidence** linking breast cancer – and other serious diseases and chronic health conditions - to chemicals in our everyday lives- in our food, our products, our air, and our water.
Toxic exposures linked to breast cancer in consumer products add to other unsafe exposures experienced by already impacted communities

Including:

- Water Pollution
- Air Pollution (indoor & outdoor)
- Land pollution
- Workplace exposures
- Pesticides and herbicides
Cosmetic Chemicals and the Industry By the Numbers

**FOUND IN:** The vast majority of personal care products including bubble bath, sunscreen, shampoo, soap, body wash, deodorant, body lotion, makeup, toner, serums, exfoliating scrubs, mouthwash, toothpaste, chap stick and perfume.

**HEALTH CONCERNS:** cancer, reproductive toxicity, endocrine disruption, respiratory harm, allergies, air and water pollution.

- **$220 billion** Global cosmetic industry ('18)
- **$7 billion** Global Fragrance Industry
- **$25 billion** Natural/clean beauty industry (by 2025)

- **10+K** Industrial chemicals used in personal care products
- **4K** Chemicals used in Fragrance
- **3K** Chemicals used in Flavor

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Current beauty standards celebrate light/white skin, European facial features, hair textures, and body types.

Standards reinforce structural racism.

Compared with White women, women of color have higher levels of beauty product-related environmental chemicals in their bodies, independent of socioeconomic status.
The Face of the Toxic Beauty Industry

Permanent hair dye and straighteners may increase breast cancer risk

For hair dye, black women had greater risk than white. Increase was the same in both groups.

BY ALANA WISE

People who use hair straightening chemicals have an increased risk of cancer

A new study finds that women who often use hair straightening chemicals may have a higher risk of uterine cancer. A majority of those who report using these products are Black women. NPR’s Alaka Iyer has more.

ALAKA IYER, BYLINE: The National Institutes of Health reported an increased risk of uterine cancer in people who use hair straightening chemicals. Among women who use these products, often called perms or relaxers, the risk of developing uterine cancer is heightened. These treatments are especially popular among Black women. Alaka Iyer, the lead author on the study, noted the risk of developing uterine cancer is relatively small.
Toxic Black Beauty Products are a Public Health Issue!

Adopted from Breast Cancer Prevention Partners, Gillan 2023
The Non-Toxic Black Beauty Project
Help get safer products into the hands of Black women and girls

Search the Database

The Non-Toxic Black Beauty Project is tackling the environmental injustice of Black beauty with our list of 80 top Black-owned brands and database of over 700 non-toxic Black beauty products that Black women can trust. See the list>
20 Advisory Committee Members

Dr. Adana A.M. Llanos
Associate Professor of Epidemiology at Columbia Mailman School of Public Health

Dr. Ami Zeta
Associate Professor, Columbia University Mailman School of Public Health

Amit Rosner
Co-founder of Clevrly

Dr. Astrid Williams
Environmental Justice Program Manager at Black Women for Wellness

Dr. Bhavna Shamasunder
Professor, Occidental College

Maimah Karmo
Founder & CEO, Tigijubil Foundation

Paula Johnson
Director of the CA Department of Public Health Safe Cosmetics Program

Rhonda Smith
Executive Director, California Black Health Network

Dr. Robin Dodson
Research Scientist, Silent Spring Institute

Micaela E. Martinez, Ph.D.
Director of Environmental Health and Education, We Act for Environmental Justice

Dr. Dede Teteh
Assistant Professor of Public Health, Chapman University

Hannah McCall
Executive Director and Founder, Clean Beauty for Black Girls

Janette Robinson Flint
Executive Director of Black Women for Wellness

Dr. Jasmine McDonald
Assistant Professor, Columbia Mailman School of Public Health

Dr. Jenny Kay
Research Scientist, Silent Spring Institute

Dr. Tamara James-Todd
Associate Professor, Harvard T.H. Chan School of Public Health

Taylor Morton
Director of Environmental Health and Education, We Act for Environmental Justice

Tianna Shaw-Wakeman
Environmental Justice Program Coordinator, Black Women for Wellness

M. Isabelle Chaudry, Esq.
Founder of the Equity and Wellness Collaborative

Tiaah Tomlin-Harris
CEO & Advocate, My Style Matters, Inc.
Building a Non-Toxic Brand List

**414 -> 500**

**BLACK BEAUTY BRANDS**
- Curated lists on mainstream media
- Public nomination

**283**

**ELIGIBLE BRANDS**
- Black-owned
- Markets to Black women
- Ingredients disclosed

**78**

**NON-TOXIC BLACK BEAUTY BRANDS**
- Pass screen against Red List

Close this gap by providing brands with technical assistance
Building the Black Beauty Red List of Chemicals of Concern in Cosmetics

Authoritative Sources

Literature Review

Red List

Tier 1: “Do Not Use” COCs – Substantial Evidence of Toxicity

Appendices
1. PFAS
2. Nonylphenols & their ethoxylates
3. Formaldehyde releasing preservatives
4. Ortho-phthalates

Non-Toxic = Black Beauty Brand Products screened against Tier 1 COCs

Tier 2: “Disclose & Move Away” COCs - Emerging & Harmful to the Environment

Tier 3: “Disclose” - Asthmagens, Allergens & Irritants
## TIER 1: "DO NOT USE" CHEMICALS LINKED TO HEALTH OUTCOMES OF GREATER CONCERN TO BLACK WOMEN

<table>
<thead>
<tr>
<th>CAS Number</th>
<th>Chemical Name</th>
<th>PCP</th>
<th>FL</th>
<th>Diabetes</th>
<th>Early Puberty</th>
<th>Endometriosis</th>
<th>Infertility</th>
<th>Less Successful IVF Outcomes</th>
<th>Maternal Health</th>
<th>Ovarian Health</th>
<th>Ovarian Cancer</th>
<th>Polycystic Ovarian Syndrome</th>
<th>Pregnancy Complications</th>
<th>Preterm Birth</th>
<th>Urinary Tract</th>
<th>Allergic Reactions</th>
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<tbody>
<tr>
<td>100-42-5</td>
<td>Spermine (Cinnomono)</td>
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These Red List chemicals of concern were found in the ingredients of 1,848 of the 7,700+ Black beauty and personal care products we reviewed in 2021-2022.

<table>
<thead>
<tr>
<th>1.</th>
<th>Titanium Dioxide (inhalable form)</th>
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<tbody>
<tr>
<td>2.</td>
<td>Silica (inhalable form)</td>
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<tr>
<td>3.</td>
<td>Retinol (Vitamin A)</td>
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<td>4.</td>
<td>Butylated Hydroxytoluene (BHT)</td>
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<tr>
<td>5.</td>
<td>Propylparaben</td>
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<td>6.</td>
<td>Butyl Acetate</td>
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<tr>
<td>7.</td>
<td>Ethyl Acetate</td>
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<td>8.</td>
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<tr>
<td>27.</td>
<td>Polyacrylamide</td>
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<td>28.</td>
<td>Triphenyl Phosphate (TPP)</td>
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<td>p-Phenylenediamine</td>
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<td>Ethylhexyl Dimethyl PABA</td>
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<tr>
<td>31.</td>
<td>Homosalate</td>
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<td>32.</td>
<td>FD&amp;C Red n4</td>
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<tr>
<td>33.</td>
<td>Sodium Borate</td>
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<tr>
<td>34.</td>
<td>Resorcinol</td>
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</tbody>
</table>
Annotated Bibliography

Obesity (8):


Karakis et al conducted an exploratory study aimed to investigate the link between toxic metal content in women’s urine and their morbidity. The group reported that increased levels of cadmium were linked to cancer, but increased levels of lead were associated with cardiovascular outcomes and obesity [98].


Kim et al searched the literature for in vivo and in vitro studies that investigated the relationship between phthalate exposure and obesity. Within this review, they discussed possible biological mechanisms by which phthalate exposure could lead to obesity in humans and animals [99].


Lauritzen et al aimed to investigate the relationship between prenatal exposure to persistent organic pollutants and offspring weight gain. The group reported that maternal serum PFAS concentrations were positively associated with child overweight/obesity trends at the 5-year follow-up [78].


Lee examined the association of blood mercury levels with metabolic and weight phenotypes. Lee reported that blood mercury concentration was associated with both metabolic syndrome and obesity. This association occurred in a dose-dependent manner [100].
Tip Cards, Infographics, Fact Sheets

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Tip Cards, Infographics, Fact Sheets
Public Outreach: Webinars

Toxic Beauty Products & Black Women's Health: A Webinar for Nurses

Toxic Beauty Products & Black Women's Health: A Webinar for Black women & girls

Toxic Beauty Products & Black Women's Health: A Webinar for Hairstylists

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What you can do - Personally

- Detox your day by choosing beauty and personal care products free of toxic chemicals.

- Only patronize companies that fully disclose their fragrance ingredients.

- Do your research! Read Labels!!

- Use apps like Clearya, Think Dirty, Made Safe, and Healthy Living to help you become a more informed and smarter shopper!
Get Involved in Changing the System so Everyone is Protected!

- Support state cosmetic safety legislation (NY, VT, MI, MA, ME)
- Call and write your congressional representatives and urge them to support:
  - Safer Beauty bill package
  - No PFAS in Cosmetics Act
- Get active on social media to help create the tipping point necessary to make change
- Take Action: www.bcpp.org/take-action
Stay in Touch!!

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