

## Effective, Nontoxic Alternatives to “Dirty” Ingredients

By Myra Michelle Eby

We share our planet with well over 75,000 different chemicals with at least 5,000 identified harmful chemicals used in the cosmetic industry alone. Why is this so important? The skin absorbs up to 60 percent of what it comes in contact with. Because of this, harmful chemicals can more freely move past the outside layer of the skin and circulate throughout our bodies damaging our skin and putting us at risk of developing serious health concerns. My “Dirty 30” list is just the tip of the iceberg, they are the most toxic of the chemicals presently being used in the skin care and cosmetics industry.

### Natural And Effective Alternatives

After sourcing product ingredients for nearly a decade, I discovered that it’s cheaper to buy a synthetic, toxic chemical than it is to buy a natural, effective substance such as a plant or nutrient. But for me it has never been about saving money, it’s been about researching and finding the safest most effective ingredients. Although it may not always be easy finding nontoxic alternatives to the toxic chemicals other companies use, I found it is well worth the extra effort and cost.

The side bar on the next page features my list of “Dirty 30” ingredients that must be avoided in skin care and cosmetic products. But let me highlight just a few of the worst of the bunch:

- **Artificial (synthetic) colors:** Labeled FD&C (Food, Drug or Cosmetics) or D&C (Drugs or Cosmetics), this designation is followed by a color and then a number (FD&C Red No. 6, D&C Green No. 6, or FD&C Blue No. 1). Artificial colors are made from coal tar, a derivative of coal. Some research indicates that coal tar colors cause cancer. Artificial colors can also contain heavy-metal impurities, such as arsenic and lead, which are known cancer-causing agents.

- **Isopropyl alcohol:** Derived from petroleum, this is used in antifreeze, shellac, and body care products. Side effects include headache, dizziness, depression, nausea, vomiting, and coma. Isopropyl alcohol also strips your skin’s protective natural proteins and oils causing lasting, harmful effects on your skin and throughout your entire body.

- **Parabens (methyl-, propyl-, butyl-, and ethyl-):** These are universally used preservatives that can add shelf life to a product. Many scientific studies have confirmed that parabens have the potential to cause cancer because of their estrogenic activity. Foreign estrogens can accumulate in the body and have been linked to cancers of the breast, ovaries, uterus, and prostate. Because the liver has to work over time to process these foreign estrogens, parabens may contribute to other illnesses as well.

- **Phthalates:** Phthalates are chemical compounds predominantly used as plasticizers (substances added to plastics to increase their flexibility). Phthalates are also used in nail polish, hair spray, and perfumes. Phthalates have been shown to build up in fatty tissue and negatively influence endocrine function.

- **Sodium lauryl (laureth) sulfate:** This widely used detergent foaming agent is used in industrial engine degreasers, garage-floor cleaners, water softeners, and auto-cleaning products. Many skin and hair care products also contain this ingredient. It is often disguised in so-called “natural” products by putting the term “coconut derivative”

in parenthesis. According to the *Journal of the American College of Toxicology*, sodium lauryl sulfate corrodes and damages the hair follicles and can actually cause your hair to fall out! The American Academy of Dermatology reports that sodium lauryl sulfate molecules can stay on your skin long after you think you've washed them off. As they linger, these toxic compounds literally strip fatty acids, moisture, and amino acids from your hair and skin.

• **Ureas (imidazolidinyl, diazolidinyl, and/or DMDM):** Ureas are the second most commonly used category of cosmetic preservatives. Ureas release formaldehyde. According to the Mayo Clinic, formaldehyde can irritate the respiratory system, cause skin inflammation, and trigger heart palpitations. Exposure to formaldehyde-releasing products may also cause allergies, congestion, nausea, headaches, dizziness, ear infections, chronic fatigue, depression, asthma, chest pains, and insomnia. But more seriously, formaldehyde is toxic to the immune system. It has also been shown to mutate human cellular DNA and contribute to cancer.

The sad fact is these ingredients are cheap, readily available, and widely used (even in so-called “natural” products). But the truth is their natural alternatives are not only safer, they are often more effective. For example, several clinical studies have clearly confirmed that natural vitamin E (d-alpha tocopherol) is more effective than synthetic vitamin E (dl-alpha tocopherol). That’s because the body only recognizes the natural form. The dl form is synthetically made and the body views it as foreign. The same is true for the “dirty” bunch listed in the side bar. These are foreign substances to the body and cannot be easily metabolized. The body then accumulates these toxic substances and health problems can occur. These toxic ingredients may be the exact cause of your skin irritation, inflammation, or dryness; however, the fact that they can contribute to cancer and other serious illnesses should be more than enough reason to avoid them.

At MyChelle, we are proud to be one of only a few skin care companies that are completely pure and safe. We do not use chemical preservatives, petroleum, or toxic derivatives found in nearly all other body care products. We have found safe, results-driven alternatives to the most dangerous “Dirty 30”. Following are some examples:

<b>Toxic Ingredient</b>	<b>MyChelle Nontoxic Ingredient</b>
Phthalate — referred to as “fragrance”	Essential Oils, Herbal, Floral, and Natural Food Aroma Extracts
Parabens — common preservatives	Vitamin E, Plantservative from Honeysuckle, Vitamin C (and high levels of other antioxidants)
Benzoyl Peroxide — for acne	SCO <sub>2</sub> Totarol™, Tea Tree Oil, Sulphur and Zinc
DEA and other toxic emulsifiers	Plant Waxes, Xanthan Gum, Cetearyl Oliviate from Olives
Propylene glycol	Lecithin, Panthenol (pro-vitamin B5), Organic Vegetable Glycerin
Sulfates	Sugar Compounds and natural Coconut Oil Derivatives

Ureas —second most common preservatives	Enzymes, Amino Acids, Oregano, Fruit Extracts

### **Our Commitment**

MyChelle is unique in that we utilize cutting-edge, bioactive, dermatological-grade ingredients in the correct molecular structure for optimum absorption and effectiveness. Research and technological advances move rapidly in the dermatological field. As a result, we may change a formula to upgrade it to make it even more effective based on the current research.

I created MyChelle Dermaceuticals to provide active, chirally correct, and effective skin care that is safe to both the consumer and the environment. Since our inception, our commitment has always been to NEVER use any of the “dirty” ingredients featured in this article. This is our promise to you, our valued customer, and to the earth we share. We are setting higher standards and leading the way in providing nontoxic, safe, and highly effective natural skin care.

For more information, e-mail our technical support team at [ingredients@mychelle.com](mailto:ingredients@mychelle.com) or call 800-447-2076.

### **Myra’s “Dirty 30”**

These “dirty” ingredients can be hazardous to your health. They can cause allergic reactions, severe irritation, endocrine dysfunction, and may even put you at risk of developing cancer. They should be avoided.

1. Acetone —the active ingredient in nail polish remover
2. Artificial (synthetic) colors — labeled FD&C or D&C with a color and then number
3. Benzalkonium chloride — a preservative
4. Benzene — used in aftershave and is an additive in many skin care products
5. Benzoyl peroxide — used to treat acne
6. Coal tar — primarily in products used to treat psoriasis and dandruff
7. Diethanolamine (DEA), Triethanolamine (TEA), Monoethanolamine (MEA) — used as emulsifiers and foaming agents
8. Ethylenediamine — used in a variety of products including moisturizers, sunscreens, and deodorant
9. Ethylenediaminetetraacetic acid (EDTA) — a common preservative
10. Formaldehyde — created when other synthetic ingredients are used including quaternium-15, DMDM, and ureas
11. Fragrances (synthetic) — often made up of thousands of different chemicals to create one compound
12. Isopropyl alcohol — most dangerous in skin care cleansers
13. Lanolin — only the pure form should be used
14. Mineral oil — derived from petroleum
15. Monoethanolamine (MEA) — chemical that adjusts skin pH

16. Nitrosamines — toxic impurities formed when chemicals such as DEA and TEA are used in cosmetics and skin care products
17. Octyl dimethyl PABA (also known as padimate-O or p-aminobenzoic acid) — often used in sunscreens
18. Parabens (methyl-, propyl, butyl-, and ethyl-) — most common preservatives used in skin care products
19. Petrolatum (petroleum jelly) — suffocates the skin
20. Phenylenediamine (PPD) — commonly used in hair dyes
21. Phthalates — simply labeled as “fragrances” or used in nail polish, hair spray, and perfumes
22. Polyethylene glycol (PEG) — a chemical used to make things thicker or stickier
23. Propylene glycol (PG) — commonly found in moisturizers
24. Quaternium 15 — a preservative that also creates toxic byproducts such as formaldehyde
25. Sodium lauryl (laureth) sulfate — often disguised in “natural” products as a coconut derivative
26. Sodium cyanide — toxic chemical used to help create EDTA
27. Stearalkonium chloride — often used in hair conditioners and creams
28. Talc/talcum powder — proven to cause respiratory problems in people and cancer in laboratory animals
29. Triclosan — often used in antibacterial cleansers and toothpaste
30. Ureas (imidazolidinyl, diazolidinyl, and/or DMDM): most commonly used preservatives after parabens

For more detailed information about these “dirty” ingredients, visit [www.mychelle.com](http://www.mychelle.com).