



Toxic Burden

Women Put 515 Chemicals on their Faces Everyday

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A study published by Bionsen, a company in the United Kingdom that sells aluminum free body products, found that the average woman applies 515 chemicals to her face a day. Makeup, perfumes, lotions, mascara, and other beauty products all contribute to the toxic brew that is causing health problems for many women.

The study revealed that the typical woman uses about 13 different beauty products a day. Most of these products contain at least 20 ingredients and additives, many of which can have a detrimental effect on the body and skin. Perfumes alone were found to contain up to 400 different ingredients. Other products that were tested include lipstick, body lotions and mascara which contained an average of 30 ingredients each. Aside from aluminum, many of these products contain other harmful ingredients like synthetic dyes, fragrances, and parabens. When applied continually, the many beauty products that women use are exposing them to wide range of carcinogens.

The perpetual advent of new and innovative beauty products has led to a massive increase in product usage over the years. What was once a basic cleansing protocol has turned into a lifestyle of trying the latest and greatest products in an effort to maintain youthful beauty. As a result, women are exposed to more toxic carcinogens from beauty products than ever. An Environmental Working Group (EWG) study from 2006 found that less than one percent of all cosmetic products are made from ingredients that have all undergone safety assessments. The great majority of products contain known carcinogens, reproductive toxins and various other harmful chemicals that cause serious diseases like cancer.

The EWG study found that the average person uses up to 25 personal care products per day. Among these, about 200 different chemicals will have been added to scent, preserve, synthesize and stabilize them for consumption.

Many of these ingredients will end up causing hormonal disruption and immune dysfunction.

As consumers are becoming more aware of many beauty product ingredients and the harm they are causing, product manufacturers are beginning to remove many of them from their formulations. Those concerned would do best to purchase only products that have minimal or no toxic ingredients. Greatly reducing one's cosmetic arsenal is the next best option.



In younger people, developmental problems are likely to result from excessive product use. Makeup usage among younger girls has also increased. About 90 percent of 14 year old girls now use makeup, according to a research study conducted by Mintel International Group in 2004. Sixty three percent of girls as young as seven are now using lipstick, eyeliner, eye shadow and mascara.