

Strategies for Safe Cosmetics

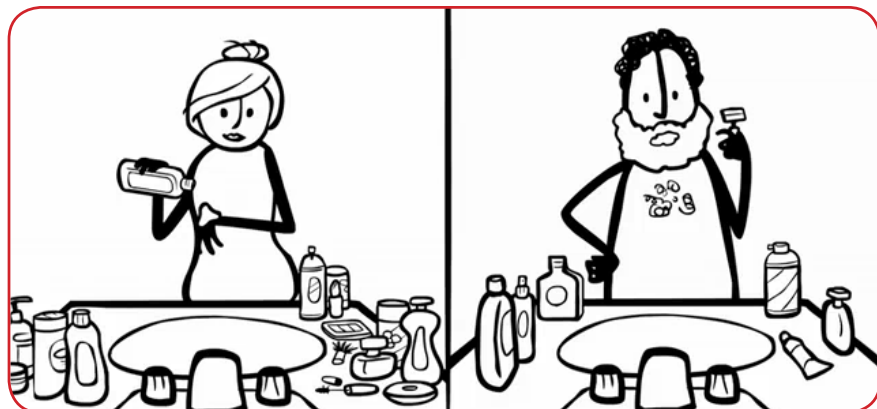
Simplify: Choose products with fewer chemicals, avoid fragrance, use fewer products overall, especially on infants and while pregnant.

Research: Use the Skin Deep database to research your products and find safer alternatives.
www.cosmeticdatabase.org

Reform: We can't just shop our way out of this problem, we must also pass laws that hold the cosmetics industry accountable for making safe products.

Take action to support the Safe Cosmetics Act at:
www.safecosmetics.org

The Campaign for Safe Cosmetics is a broad-based coalition. Our key partners include: The Alliance for a Healthy Tomorrow (represented by Clean Water Action and Massachusetts Breast Cancer Coalition), the Breast Cancer Fund, Commonweal, Environmental Working Group, Friends of the Earth, the National Council of Churches and Women's Voices for the Earth. The Breast Cancer Fund, a national 501(c)(3) organization focused on preventing breast cancer by identifying and eliminating the environmental links to the disease, serves as national coordinator of the Campaign.



For more of the story, see www.StoryofCosmetics.org – close to half a million views and counting!

The beauty industry needs a makeover



Lead in lipstick? Carcinogens in baby shampoo? **What's going on?**

Simple. The \$50 billion cosmetics industry is so powerful they've kept themselves unregulated for decades. With your help, we can eliminate the most harmful chemicals from personal care products and ensure that everyone has access to safer products.

The Campaign for Safe Cosmetics
www.SafeCosmetics.org

Help Us Pass the Safe Cosmetics Act in 2011

For the first time in 70 years, Congress is poised to overhaul the way cosmetics are regulated in the U.S. **The Safe Cosmetics Act**, introduced into the U.S. House of Representatives in July, will ban chemicals linked to cancer and birth defects from cosmetics, give consumers and workers the full right to know about what's in their products, and require cosmetic ingredients to be assessed for safety.

The Campaign for Safe Cosmetics is committed to passing the Safe Cosmetics Act. In 2011, we will continue to build on our successes in shifting the beauty industry away from harmful chemicals and toward safe products. Since 2004:

- **Our innovative research has generated worldwide media coverage** of the problem of toxic cosmetics, and sales are booming for safer alternatives.
- **Our corporate campaigns have pressured major cosmetics companies to reformulate** nail polish, fragrances and children's bath products to remove toxic ingredients.
- **More than 1,500 cosmetic companies** have signed our pledge to make safer products.

"If you've ever thought twice about what's in your shampoo bottle or tube of lipstick, it's thanks to the fine work of the Campaign for Safe Cosmetics."

—Virginia Sole Smith, women's health writer

Contribute to the Campaign for Safe Cosmetics

Your support means the Campaign for Safe Cosmetics can continue crucial work advocating for the passage of the Safe Cosmetics Act and educating consumers about toxic products and safer choices.

Our goal is to raise \$100,000 in 2011 to fund this important work. Your generosity will allow us to continue our innovative research and reporting about toxic personal care products, pressure the major cosmetics companies to stop using harmful chemicals, and continue to raise the bar for the safest, healthiest personal care products.

We'd like to continue this conversation with you.

Contact Lisa Archer, National Coordinator of the Campaign for Safe Cosmetics at 415-346-8223 x13.

You can make a tax deductible contribution to help us achieve our goal. Mail your gift to:

Breast Cancer Fund
Attn: Campaign for Safe Cosmetics
1388 Sutter Street, Suite 400
San Francisco, CA 94109

To learn more, visit us at www.safecosmetics.org.
