

# THE FRAGRANCE TRAP



What's Really Hiding Behind the Word "Fragrance"?



## WHAT IS FRAGRANCE?

The word "fragrance" or "parfum" may sound harmless—even pleasant—but it's often a catch-all label that can contain dozens to hundreds of undisclosed chemicals.

These hidden ingredients can include:

- Phthalates (hormone disruptors)
- Allergens & skin irritants
- Synthetic musks & petroleum-based compounds
- VOCs (Volatile Organic Compounds) that pollute indoor air

Plus, manufacturers aren't required to tell you what's inside.

## WHERE FRAGRANCE IS HIDING

- Perfumes, colognes & body sprays
- Soaps, shampoos & deodorants
- Candles, air fresheners & plug-ins
- Laundry detergent & dryer sheets
- Lotions, shaving creams & cosmetics
- Household cleaners & disinfectants
- Baby wipes & diapers

Even some products labeled as "unscented" may contain masking fragrance!





## WHAT YOU CAN DO

- Choose “fragrance-free” or “unscented” (double check labels!)
- Use natural, toxin-free personal care products
- DIY: make your own cleaners with vinegar, baking soda & essential oils
- Switch to fragrance-free laundry products
- Air out rooms instead of using air fresheners
- Check labels & look up ingredients using apps like Think Dirty or EWG Skin Deep

## ENVIRONMENTAL IMPACT

- Fragrance chemicals don’t break down easily and can pollute air, water, and soil
- They harm aquatic life
- Scented products often come in plastic packaging, adding to plastic waste



## HEALTH EFFECTS OF SYNTHETIC FRAGRANCE

Fragrance chemicals can enter the body through skin contact, inhalation, and absorption—and have been linked to:

- Hormone disruption
- Allergies & asthma
- Headaches & migraines
- Skin irritation & eczema
- Breathing problems
- Increased risk of reproductive harm & cancer (from long-term exposure)

Teens are especially at risk because of developing hormone systems—and because they’re using more products than ever before.

**IF A PRODUCT SMELLS TOO GOOD TO BE TRUE, IT PROBABLY IS.  
HIDDEN FRAGRANCE = HIDDEN TOXINS. CHOOSE CLEAN SCENTS—OR NO SCENTS AT ALL.**

**BEACHES GO GREEN 2.0**



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HEALTHY YOU**

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