



WEEKLY DETOX SERIES

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# EMPTYING YOUR COSMETIC BAG

THIS WEEK WE TAKE A LOOK  
IN YOUR BAG & BREAK  
DOWN THE HIDDEN TOXINS  
AND OFFER YOU SOME  
HEALTHIER ALTERNATIVES.

BEACHES GO GREEN 2.0



HEALTHY PLANET  
HEALTHY YOU

# Protect *yourself & the planet*

WHAT'S IN YOUR MAKEUP BAG COULD BE HARMING YOU  
— AND THE PLANET

YOUR COSMETIC BAG MIGHT BE FILLED WITH YOUR  
FAVORITE PRODUCTS—BUT IT COULD ALSO BE HIDING A  
COCKTAIL OF HARMFUL CHEMICALS. FROM  
FOUNDATIONS AND LIPSTICKS TO SETTING SPRAYS AND  
SKINCARE, MANY CONVENTIONAL BEAUTY PRODUCTS  
CONTAIN TOXINS THAT CAN DISRUPT HORMONES,  
IRRITATE SKIN, AND PERSIST IN OUR ENVIRONMENT.

THE TOXIC COSMETIC BAG AUDIT SHINES A LIGHT ON  
THE MOST CONCERNING INGREDIENTS—AND OFFERS  
SAFER, MORE SUSTAINABLE SWAPS TO HELP PROTECT  
YOUR HEALTH AND REDUCE YOUR IMPACT ON THE  
PLANET.



BEACHES GO GREEN 2.0



HEALTHY PLANET  
HEALTHY YOU



# *The Biggest Offenders*

& simple swaps to protect you and the planet



**WATER-  
PROOF  
MASCARA**



**PFA-FREE,  
NATURAL  
MASCARA**



**FOUNDATION  
&  
CONCEALER**



**PLANT-  
BASED OR  
MINERAL  
PRODUCTS**



**LIPSTICK &  
LIP GLOSS**



**ORGANIC  
PRODUCTS  
MADE FROM  
FRUIT  
PIGMENTS**



**BLUSH,  
BRONZER &  
SETTING  
POWDERS**



**TALC-FREE  
MINERAL  
POWDERS**



**EYE LINER &  
SHADOW**



**NATURAL  
SHADOWS &  
LINERS**



**SETTING  
SPRAY &  
PRIMER**



**SPRAY &  
PRIMER  
MADE FROM  
PLANTS**





# *Let's Unpack*

the hidden toxins



## **MASCARA (ESPECIALLY WATERPROOF)**

**TOXINS:** PFAS ("FOREVER CHEMICALS"), PARABENS, CARBON BLACK

- **HUMAN IMPACT:** PFAS ARE LINKED TO HORMONE DISRUPTION, IMMUNE SYSTEM SUPPRESSION, AND CANCER.
- **ENVIRONMENTAL IMPACT:** PFAS NEVER BREAK DOWN AND ACCUMULATE IN WATER, WILDLIFE, AND SOIL.

## **FOUNDATION & CONCEALER**

**TOXINS:** PARABENS, PHTHALATES, PEGS, SYNTHETIC FRAGRANCE

- **HUMAN IMPACT:** CAN DISRUPT HORMONES, IRRITATE SKIN, AND ACCUMULATE IN THE BODY WITH DAILY USE.
- **ENVIRONMENTAL IMPACT:** WASHED-OFF CHEMICALS ENTER WATERWAYS AND HARM AQUATIC LIFE.

# *Let's Unpack*

the hidden toxins



## LIPSTICK & LIP GLOSS

**TOXINS:** LEAD, CADMIUM, PARABENS, SYNTHETIC DYES (E.G., RED 7 LAKE)

- **HUMAN IMPACT:** THESE ARE INGESTED THROUGHOUT THE DAY AND LINKED TO NEUROTOXICITY AND CANCER.
- **ENVIRONMENTAL IMPACT:** HEAVY METALS PERSIST IN ECOSYSTEMS AND HARM SOIL AND WATER ORGANISMS.

## SETTING SPRAY & PRIMERS

**TOXINS:** ALCOHOL DENAT, FORMALDEHYDE RELEASERS (DMDM HYDANTOIN), SYNTHETIC FRAGRANCE

- **HUMAN IMPACT:** CAN TRIGGER ASTHMA, SKIN SENSITIVITY, AND ENDOCRINE ISSUES.
- **ENVIRONMENTAL IMPACT:** VOCS IN SPRAYS CONTRIBUTE TO AIR POLLUTION AND OZONE DAMAGE.

## POWDER (BLUSH, BRONZER, SETTING)

**TOXINS:** TALC (MAY CONTAIN ASBESTOS), BISMUTH OXYCHLORIDE, PARABENS

- **HUMAN IMPACT:** TALC INHALATION CAN LEAD TO RESPIRATORY ISSUES AND HAS BEEN LINKED TO CANCER.
- **ENVIRONMENTAL IMPACT:** TALC MINING DESTROYS HABITATS AND CONTAMINATES WATER SOURCES.

## EYELINER & EYESHADOW

**TOXINS:** CARBON BLACK, PARABENS, SYNTHETIC DYES, ALUMINUM COMPOUNDS

- **HUMAN IMPACT:** EYE-AREA ABSORPTION IS ESPECIALLY SENSITIVE; MANY INGREDIENTS ARE LINKED TO REPRODUCTIVE HARM AND CANCER.
- **ENVIRONMENTAL IMPACT:** WASHED OFF DURING MAKEUP REMOVAL, CONTAMINATING WATER SYSTEMS.

# Repack to protect:

*Essentials That Honor Your  
Health & the Planet*



## **MASCARA**

PFAS-FREE, NATURAL MASCARAS

## **POWDER (BLUSH, BROZER & SETTING)**

TALC-FREE MINERAL POWDERS  
WITH CLAY, MICA, OR  
CORNSTARCH BASES

## **SETTING SPRAYS & PRIMER**

HYDROSOL-BASED SETTING  
SPRAYS OR ALOE VERA-BASED  
PRIMERS

## **EYELINER & EYE SHADOW**

NATURAL EYESHADOWS AND  
EYELINERS WITH MICA, IRON  
OXIDES, AND NO COAL TAR DYES

## **FOUNDATION & CONCEALER**

MINERAL OR PLANT-BASED  
FOUNDATIONS WITH CLEAN  
CERTIFICATIONS

## **LIPSTICK & LIP GLOSS**

CERTIFIED ORGANIC LIPSTICKS  
MADE WITH FRUIT PIGMENTS OR  
FOOD-GRADE INGREDIENTS

## **\*\*DOWNLOAD & USE APPS TO SCAN BEAUTY PRODUCTS:**

- **EWG HEALTHLY LIVING**
- **YUKA**
- **THINK DIRTY**

