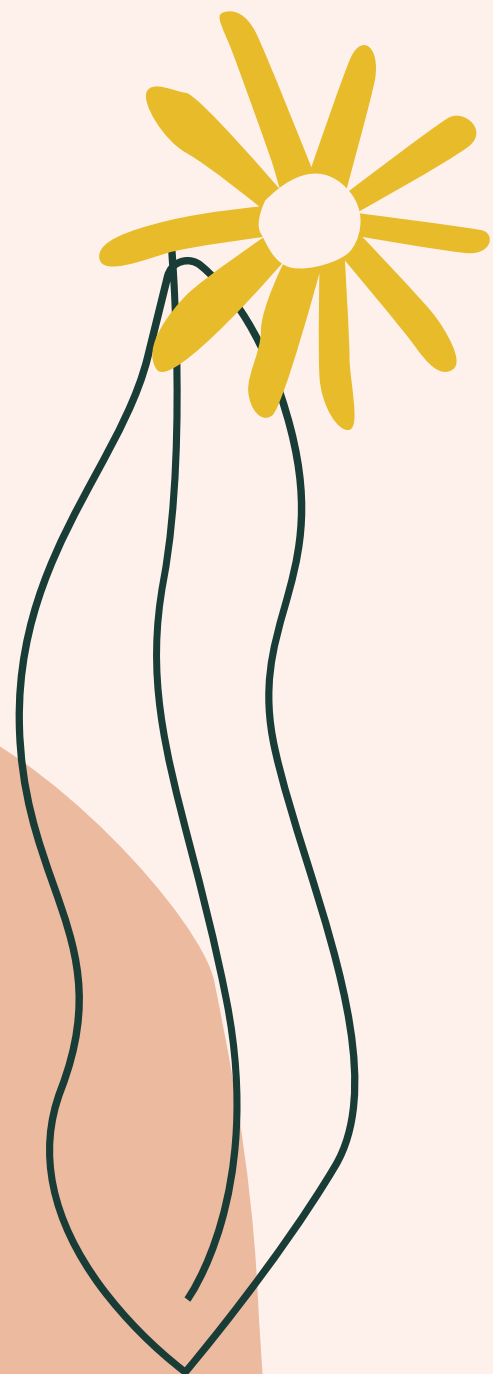




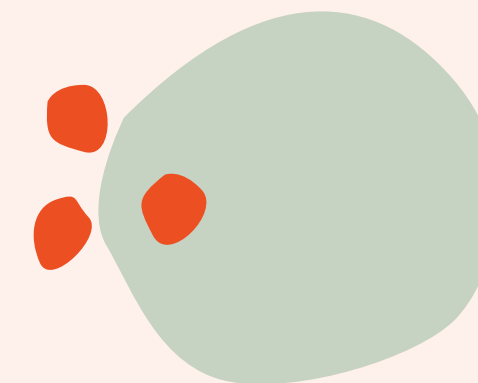
# NON TOXIC BEAUTY

a glossary & label guide



# Amy Lupton

Founder of Liferoot Botanicals & Liferoot Hemp



## EDUCATION & EXPERIENCE HELD:

MEd, Board Certified in Holistic Nutrition, Nutritional Therapy Practitioner, Certified Holistic Health Coach, Certified Reiki Practitioner, Herbalist, and Clinical Aromatherapist.

## DID YOU KNOW?

Your personal care and home products (from shampoo to antibacterial wipes to makeup) contain carcinogenic ingredients, neurotoxins, endocrine disruptors and allergens that could be hazardous to your health?



# A Modern Problem

We are exposed to more chemicals, toxins and electromagnetic pollution in one day than people were exposed to in their entire lifetime 100 years ago.

Are your cleaning and personal care products safe?

Did you know that the EPA labels thousands of chemicals as safe that have never been tested for their effects on human health?





# A FEW RECENT FINDINGS

## LONG TERM HEALTH

"Even small exposure to toxic chemicals on a daily basis can severely damage your health over the long term."

- Dr. Neil Carman, Environmental Scientist

## ALLERGIES


37% of Americans suffer from chemical sensitivities, skin rashes and allergies.

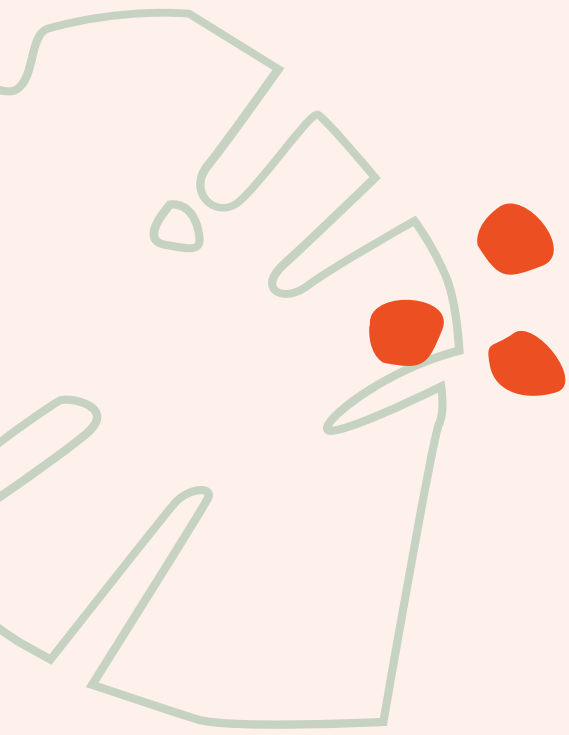
Many of these are provoked by the chemicals in our cleaning and personal care products.

## BABIES & CHILDREN

The umbilical cords of 11 babies were tested at childbirth. All were found to contain over 200 different chemicals and toxins.

Between 2000 and 2015 childhood asthma increased 75%.

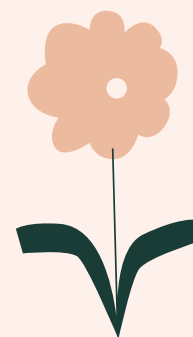




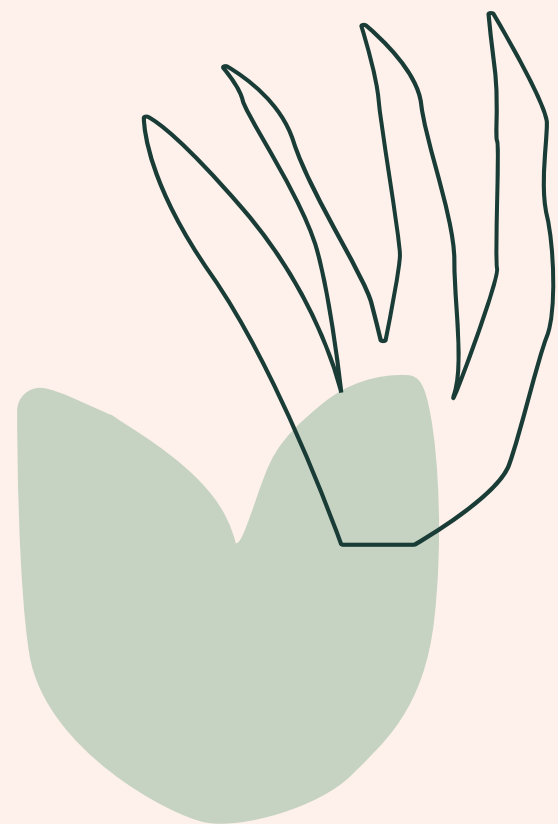
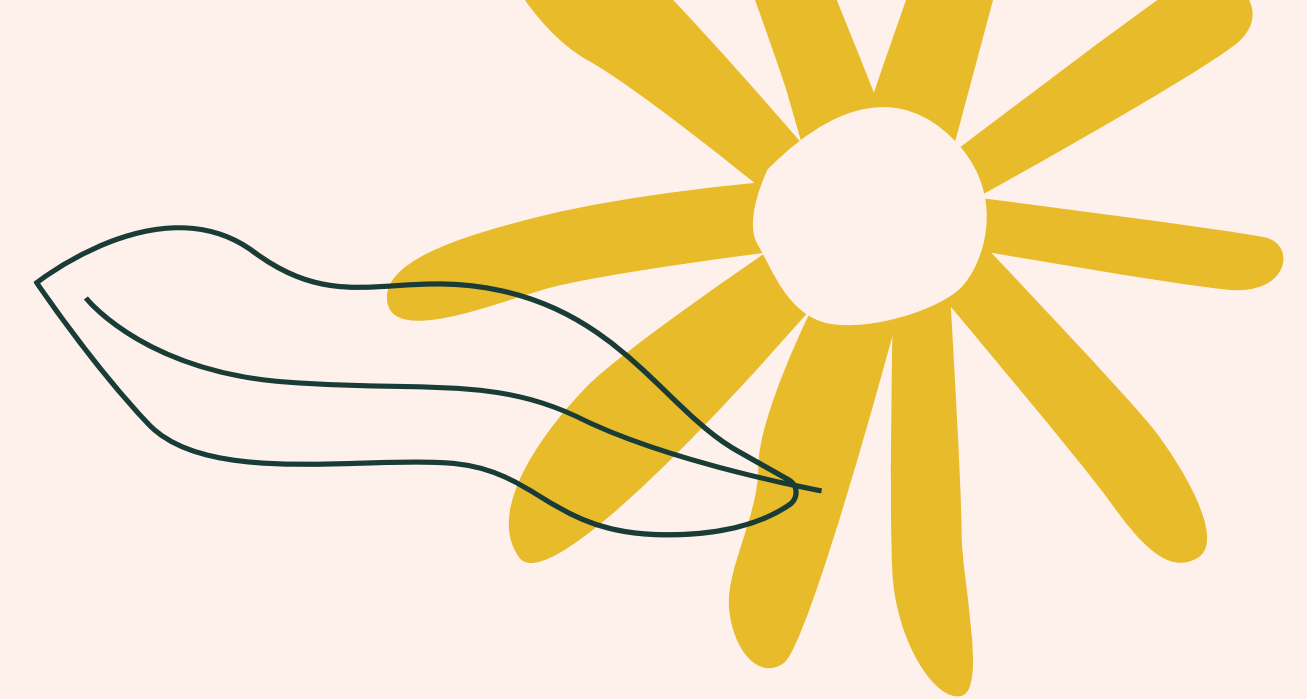
# Why is this important?

Up to 60% of what goes on your skin gets into your bloodstream.

Up to 90% on your scalp, underarm or groin.



# DID YOU KNOW?



## EUROPE VS USA

Europe bans 1,342 toxic chemicals from their personal care products and the US only bans 9.

## PRODUCT LABELS

"Safe""organic" and "natural" does NOT mean your products do not contain toxic chemicals as well.

## WHAT'S INSIDE?

Your personal care and home products (from shampoo to antibacterial wipes to makeup) contain carcinogenic ingredients, neurotoxins, endocrine disruptors and allergens that could be hazardous to your health?

# Health Implications

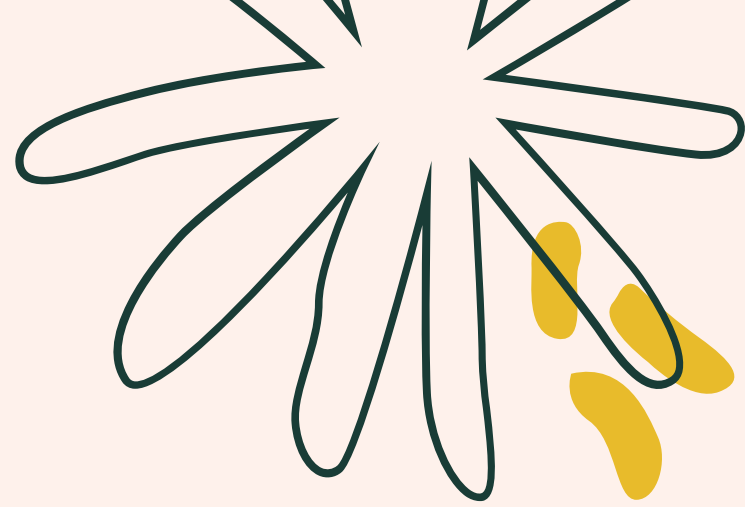


1 in 2 men and 1 in 3 women will get cancer in their lifetime.

1 in 78 children and 1 in 34 boys are born with autism in the US

Alzheimers is up 500% in the past 20 years.

According to the President's Cancer Panel only 10% of cancer is genetic and 90% is caused by environmental factors.



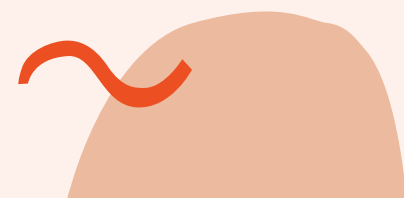
# Endocrine Disruptors

The following are important to avoid because the endocrine system regulates ALL biological processes in the body such as:

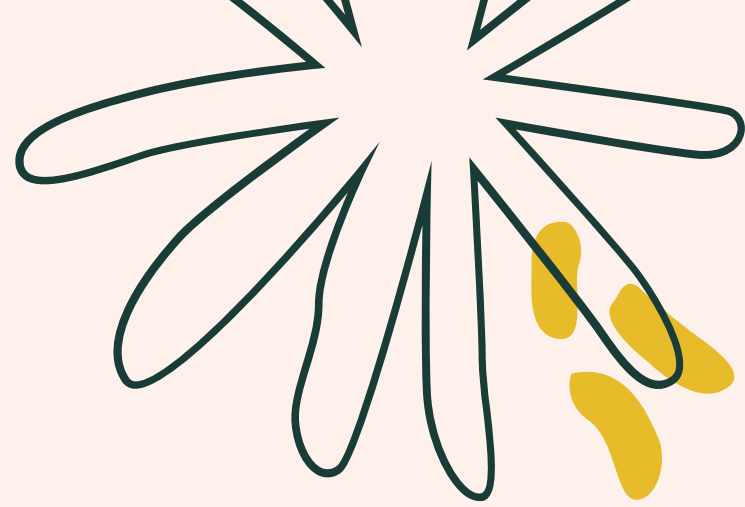
Development of the brain and nervous system, growth and function of the reproduction system, metabolism and blood sugar levels, ovaries, testes, pituitary, thyroid and adrenal glands.

The World Health Organization and the UN recently released a report that called endocrine disruptors a "Global Threat."

Small amounts matter especially in the developing fetus.







# Endocrine Disruptors

## Know Your Backside!

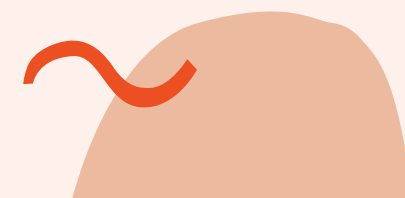
(Read your labels and avoid the following chemicals):

FRAGRANCE is a "trade secret" in the industry and manufacturers can legally include hundreds of chemicals in this one ingredient. More than 75% of the time...if you have fragrance, you have legally hidden phthalates (THAL ates, aka known endocrine disruptors), that are linked with birth defects, breast cancer, infertility, liver problems, cancer, diabetes, obesity, and now with autism and ADHD.

PARABENS are preservatives linked to breast cancer, endocrine disruption, reproductive

TRICLOSAN is the active ingredient in "anti-bacterial" products, is registered with the government as a pesticide, and is a know endocrine disruptor. Triclosan is believed to disrupt thyroid function and contribute to liver and inhalation toxicity.

OXYBENZONE and OCTINOXATE (and other chemical sunscreen "active ingredients") are UV ray filters that are known carcinogens and endocrine disruptors.



# Carcinogenic Contaminant Concerns commonly found in body and baby products:



The following carry carcinogenic contaminant concerns created during manufacturing for 1,4-dioxane. The government allows 10ppm (part per million) in any one product, but no one is testing. 1,4-dioxane can be stripped for pennies.

PEG's (polyethylene glycol) are petroleum byproducts. During manufacturing process carcinogenic contamination is created: 1,4-dioxane, which is a known human carcinogen, with liver and kidney effects.

SODIUM LAURYL SULFATE (SLS) and SODIUM LAURETH SULFATE (SLES) are considered carcinogens. SLES is sometimes contaminated with 1,4-dioxane. You will never see 1,4-dioxane on a label, as companies are not required to list carcinogenic contaminants.

INGREDIENTS THAT END IN "-eth" like cetareth, tricetareth, etc., carry the contamination concern for 1,4-dioxane.



# OTHER INGREDIENTS FOR CONCERNS

## RETINYL PALMITATE

In the presence of sunlight enhances skin cancer lesions by 21% (FDA, 2011 Report). It is in many sunscreens and moisturizers.

## NANOPARTICLES

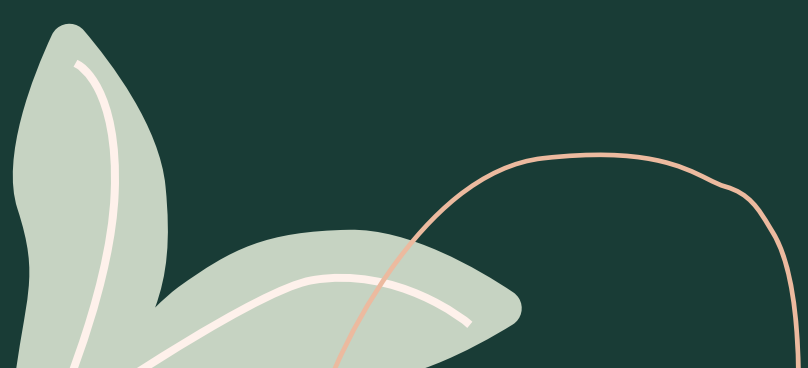
Can cross the cell barrier and drive into organs, including the brain in humans. There is no way of knowing particle size, unless stated on the label. European Union manufacturers must list particle size.

## ALUMINUM

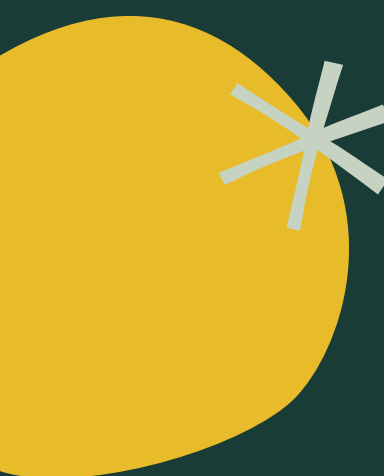
Metals are bio-accumulative, meaning they store in your fat cells and accumulate, and are very hard to get rid of.

## FORMALDEHYDE RELEASERS- DIAZOLIDINYL UREA, DMDM HYDANTOIN, QUARTERNIUM

Can be found in most personal care products. Formaldehyde can cause allergic reactions, dermatitis, joint pains and headaches, cancer and immune dysfunction.



# OTHER INGREDIENTS FOR CONCERNS



DIETHANOLAMINE (DEA)  
AND COCAMIDE DEA,  
LAURAMIDE DEA. DEA

Reacts with the other ingredients to become the extremely carcinogenic nitrosodiethanolamine (TEA) and monoethanolamine (MEA).

GLYCOL  
(PROPYLENE, BUTYLENES,  
ETC)

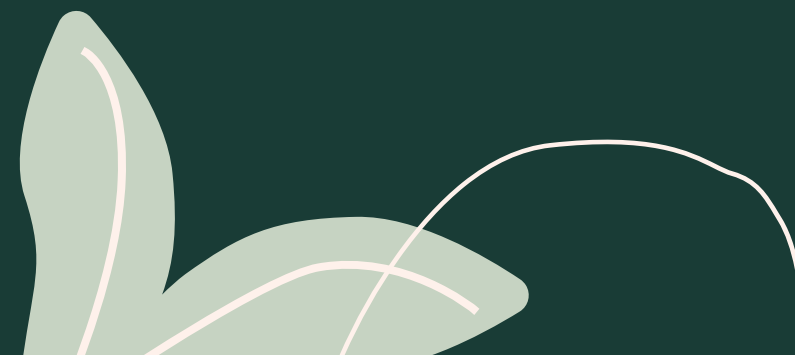
Is a synthetic petrochemical mix known to cause allergic and toxic reactions. They also have been linked to cancer, developmental/reproductive issues, neurotoxicity and endocrine disruption.

TALC

Is in the same family as asbestos. Talc is dangerous to inhale and has been linked to ovarian cancer.

SYNTHETIC COLOR/DYES

Are made from coal tar, which is a mixture of many chemicals derived from petroleum. These colors may be contaminated with low levels of heavy metals and some are combined with aluminum substrate. Aluminum compounds are many heavy metals are toxic to the brain.





# OTHER INGREDIENTS FOR CONCERNS

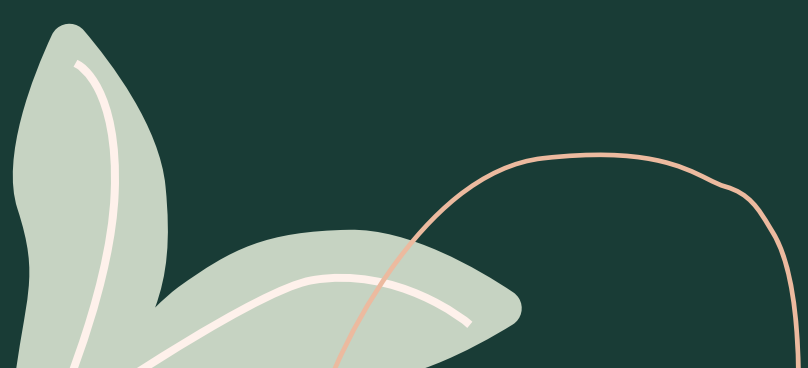
## MINERAL OIL

Is a petroleum ingredient that coats the skin like plastic wrap, disrupting the natural immune barrier, inhibiting its ability to breathe and absorb natural moisture and nutrition, and its ability to release toxins, which can promote acne and other disorders.

The process slows down skin function and normal cell development causing premature aging.

## SOLIXANES

Are ingredients such as cyclomethicone or ending in "siloxane" are toxic, persistent, and have the potential to bioaccumulate. The European Union classifies some as endocrine disruptors and possible reproductive toxicant that may impair fertility. Research shows some to cause uterine tumors and harm to the reproductive and immune systems. Some siloxanes can also influence neurotransmitters in the nervous system. Cyclomethicone is a mixture of three siloxanes.

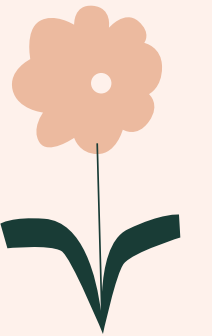




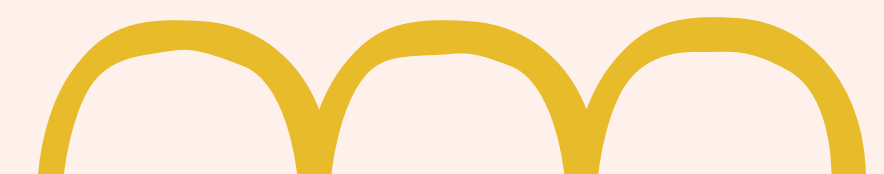
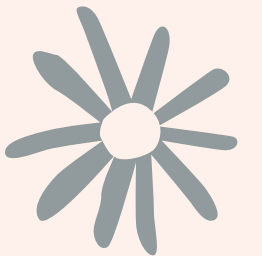
# QUICK GUIDE

# INGREDIENTS TO AVOID

(KEEP A COPY WITH YOU)



- FRAGRANCE
- PARABENS
- SYNTHETIC COLOR/DYES
- MINERAL OIL
- PEG's (polyethylene glycol)
- SODIUM LAURYL SULFATE (SLS) and SODIUM LAURETH SULFATE (SLES)
- TALC
- GLYCOL (propylene, butylenes, etc)
- RETINYL PALMITATE
- NANOPARTICLES
- ALUMINUM
- TRICLOSAN
- OXYBENZONE and OCTINOXATE (SUNSCREENS)
- DIETHANOLAMINE (DEA) and COCAMIDE DEA, LAURAMIDE DEA. DEA
- FORMALDEHYDE RELEASERS- DIAZOLIDINYL UREA, DMDM HYDANTOIN, QUARTERNIUM
- INGREDIENTS THAT END IN "-eth" like cetareth, tricetareth, etc.



# SHOP OUR NON TOXIC BOTANICALS

LIFEROOTBOTANICALS.COM

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