



A G U I D E T O

*Safe and
Non-Toxic*
MAKEUP

makeup • tutorials

INTRODUCTION

Skin products such as moisturizers, make-up, deodorants and body washes are an essential part of our daily beauty regimen. There is a large variety of products, both international and domestic, available in the market. This essentially means that many items, which are imported into the country, may not adhere to the manufacturing processes and ingredients of a particular country.

Recent studies show that commonly used ingredients in everyday products such as moisturizers, shampoos and conditioners are harmful to health and can cause cancer and other skin problems in the long run. This guide will set out commonly used products, their medical effects where applicable and also ways to figure out what products are safe and which ones can be substituted with natural products.



COSMETICS

WHAT'S INSIDE?

Thousands of cosmetic companies produce cosmetic products in different price brackets.

Some are renowned international brands that are trusted by a

majority of cosmetic users worldwide. Others are local brands that are promoting local products.

Others still are carving out their niche by use of natural products in the making of their cosmetics where others still rely on their ethical values such as 'no testing on animals' to tap a market that is conscious of the cruelty of 'animal testing'.

Essentially what matters the most is what common ingredients are used in all of these products and how harmful they are when it comes to their usage in both the long and short run.

It is impossible to look at all ingredients used in cosmetics. The most commonly used ingredients that are used across the board by major



cosmetics companies are discussed below:

COMMONLY USED INGREDIENTS

Ammonium Lauryl Sulfate

With the recent introduction of Sulfate free shampoos, you may have heard that sulfate is bad for your scalp and skin. Ammonium Lauryl Sulfate is used in cleansing agents such as shampoos, bathing creams and gels as well as hair bleach. It has been deemed safe to use when the product is thoroughly rinsed from the skin or scalp. Where prolonged exposure is required, the safe limit of Ammonium Lauryl Sulfate should not be in excess of 1 percent. The amount of Ammonium Lauryl Sulfate is usually minimal in these products as are the risks associated with it.

Lanolin

This is also a commonly used product in many cosmetics. It is the key ingredient in products, which are used to moisturize the hair, skin and nails. Lanolin is the substance in moisturizers, which gives the skin a smooth appear-

ance. Lanolin is derived from the secretions of the sebaceous glands in sheep. Pesticides found in Lanolin don't pose a health hazard to humans and have thus been deemed safe for use in cosmetic products. Lanolin has various derivative products such as Lanolin wax, lanolin oil, lanolin alcohol, acetylated lanolin alcohol, acetylated lanolin, hydroxylated lanolin and hydrogenated lanolin, which have all been deemed safe for use in personal care cosmetics.

Mineral Make Up

Mineral makeup contains nanomaterials which are industrial materials intentionally produced, manufactured and engineered to have certain properties. The toxicity of these can be determined from their individual compositions. Generally, nanoparticles are divided into two classes: **Soluble** and **Insoluble**. Soluble are biodegradable nanoparticles, which upon application to the skin break down into their molecular components such as nanoemulsions and liposomes. Nanoparticles are insoluble particles, which do pose health concerns.

Oxybenzone

This is mostly used in sunscreens and is not considered toxic. Oxybenzone has been approved by various organizations as a safe agent to be used in sunscreens. However, it has been recommended that its maximum strength used in a product for a UV filter should not exceed a concentration of ten percent.

Paraben

Parabens are commonly used as preservatives in cosmetic, therapeutic and food products. Methyl, Propyl, Butyl and Ethyl are all esters of hydroxybenzoic acid. Studies carried out show that parabens are not genotoxic, carcinogenic, teratogenic or toxic in any way. Their adverse reaction occurs sometimes if applied to skin, which suffers from eczema. There has been speculation that parabens present in antiperspirants and deodorants may cause breast cancer but this claim has not been substantiated.

Emollients

There are silicone based emollients and naturally occurring emollients which are commonly used in make-up products. Research shows that silicone derived emollients are non-toxic as they are present in very small quantities. Emollients such as those derived naturally have no side effects and are completely safe to use. Emollients such as Isopropyl, Isostearate, Isopropyl Palmitate and Isopropyl Myristate are commonly used in preshaees, shampoos, deodorants, moisturizers such as creams and lotions. They coat the skin and are thus absorbed easily by the skin. These emollients are harmless. Castor oil is often used as an emollient, a barrier agent and a lubricant and is most commonly found in lipsticks and moisturizers. Another naturally occurring oil used in moisturizers and as a cell renewing agent is Jojoba Oil. Due to its similarity to human sebum, it is absorbed easily by the skin.

Another commonly used emollient, lubricant and

barrier agent is caprylic or capric triglyceride, which is often used in foundations. It is also non-toxic.

Alpha Hydroxy Acids

These acids aid in renewal of skin. They do this by exfoliating the external layer of the skin and have several advantages. By absorbing into the skin, they not only improve the texture of the skin, but also restore moisture and act as anti-aging agents and reduce the appearance of wrinkles. The most commonly used alpha hydroxy acids in cosmetics are glycolic acid, citric acid and lactic acid. Each is found in natural ingredients and is not harmful.

Salicylic Acid

This is most commonly used in anti-acne products. It aids in exfoliation and reduces oiliness of the skin. It is not harmful although it may cause excessive dryness of the skin in some people. Products containing salicylic acid should be used sparingly to treat only the affected area.

Hydrating Agents

There are several types of hydrating agents, which are commonly used in renewal creams as well as moisturizers. Glycerine is one of the safest humectants used in creams and moisturizers. Hyaluronic Acid is also used for hydration therapies and in anti-aging agents, as it has the ability to retain a huge amount of moisture in the skin. Lecithin also has similar properties that allow the texture of the skin to be smooth and hydrated. All these are commonly used in various cosmetic products and have been proven safe to use.

WHAT'S SAFE?

It is always better to be safe than sorry. Until recently, some cosmetic companies were using lead in their makeup products. Though the amounts used were minimal, they were still harmful as they could cause chapped lips or very dry skin. If a product is marketed properly from well-known brands, we often tend to overlook the fact that there might be something, which proves to be harmful to our skin in some way. Not all cosmetic products suit all end consumers. Where some might have an instant reaction to the ingredients used in the products, others may react to it without even realizing what the problem is. Skin problems such as acne may suddenly increase and this may as well be due to the use of certain ingredients used in cosmetics. Women shrug these off as changes in diet, weather or hormones. One should always look out for such signs, especially if a new product has been used recently. There are certain products that are used across the board and are pretty much tried and tested.

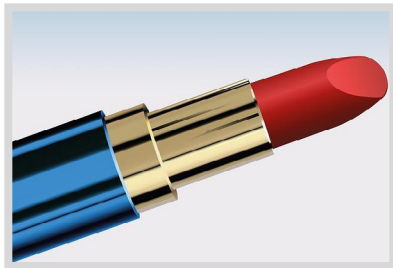
Always do your research to ensure that you do not end up purchasing cosmetics, which may have harmful substances. Always rely on cosmetics, which make use of natural products entirely or make a substantial use of natural products as the likelihood of harmful effects and skin reactions is often minimized by just taking this simple precaution.

Some studies suggest that the use of certain chemicals such as parabens is harm free whilst others insist on its harmful effects. There is no

certain answer, as studies are still being carried out. In order to simplify what one should look for and what one should avoid in commonly used cosmetic products, have a look at the section below:

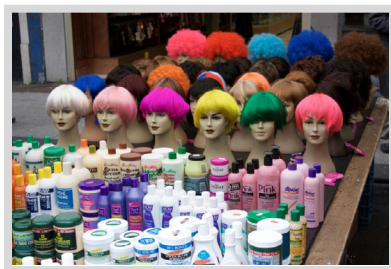
Lipsticks/Lip gloss/Lip Stains

One should always remember to avoid BHA in lipsticks. Lipsticks often make use of mineral oils, which are carcinogens. Instead of these, use lipsticks based on beeswax or plant oils as these are natural and safer options. Some lipsticks make use of hydrogenated cottonseed oil but this too comes with the risk of contamination from heavy metals such as arsenic, lead and mercury. Other ingredients to look out for in lipsticks are Padimate O and Petrolatum as these can also be contaminated with PAHs and nitrosamines.



Hair Dyes

One should always carry out proper research before purchasing a product. This especially stands true with hair dyes. Many companies state that their hair dyes are non-damaging but when investigated, they too have found to contain harmful materials. The most important of chemicals to avoid in hair dyes is California Prop-65, which is a known carcinogen. Toluene similarly can also be very



toxic. One should opt to use natural lighter dyes than darker ones or use those based on natural ingredients and colors. The chemicals to look out for specifically are Resorcinol, P-phenylenediamine, Toluene, Lead acetate and Ethanolamines.

Sunscreens

Sunscreens commonly make use of ingredients like octinoxate, oxybenzone, benzophenone and homosalate. These should be avoided at all costs. Instead, sunscreens with titanium dioxide and zinc oxide should be used.

Skin Lightening Agents

Some brands of skin lighteners make use of BHT and hydroquinone. The US does not allow the use of mercury or mercury salts in the making of skin lightening agents and they should thus be looked out for in non- US products. Two ingredients, which are a cause for concern due to contamination, are cetareth-20 and Padimate O and should be avoided.

Moisturizers

A huge variety of moisturizers from all over the world is available in the market. Each of these caters to a target area such as wrinkles or dark spots. What one should avoid in moisturizers generally are UV filters. Therefore, moisturiser with UV filters containing octinoxate, homosalate and oxybenzone should be avoided.

Many moisturizers rely on natural ingredients but it is always a better idea to check the ingredients first.

CHOOSING SAFE COSMETICS

It is surprising to note that despite the known side effects of some products, certain companies continue to use them in their cosmetic products. The most commonly known ingredients to avoid in various cosmetic products are listed below:

- Foundation: Heavy Metals
- Shampoo: 1, 4 Dioxane.
- Mascara: Nitrosamine
- Lipstick: Lead
- Fragrance: Butylated Hydroxyanisole
- Body Lotion: Parabens
- Blush: Ethanolamine Compounds
- Sunscreen: Octinoxate
- Deodorant: Triclosan
- Nail Varnish: Toluene

Many companies have actively committed themselves to making their cosmetic products safe for consumers. Many consumers have become aware of the products that are used and their implications on not only their health and but the general environment as well. Companies such as The Body Shop have made 'no animal testing' a part of their company policy and thus, many consumers who support animal rights are loyal customers of The Body Shop.

With increasing demand by the consumers, there are also products available that take care of other ethical values such as Fair Trade Certified, Leap-

ing Bunny Certified, ISO 14001 Certified, as well as those, which have taken the PETA animal Assessment, the Safe Pledge, and GRI Sustainability Reporting. The consumer awareness and demands do not end here. Companies have also started making organic products, which promise the use of organic ingredients only, as well as those, which are vegan, soy-free, fragrance free, and milk based.

It is true that one cannot always look out for all possible ingredients in all products. A few basic tips can help you, simplify your beauty regimen and help you choose safe products available in the market.

It is always a better idea to use products, which list a few basic ingredients as compared to those, which use a range of complicated and uncommon ingredients. The simpler a product, the less synthetic chemicals it is likely to have. A simple way to avoid this would be to opt for products, which carry the 'fragrance free' label, as this means that synthetic chemicals used to make a product fragrant have been skipped.

There are certain products that you can make at home as well. These include body scrubs and body oils. One can make hair masks, sugar and salt scrubs as well as fragrances at home with the use of products such as salt, sugar, essential oils, yoghurt, oils, milk, eggs and fruits and vegetables.

Before using a new product, always make sure to research its use and ingredients online. Always look beyond what is being marketed, as labels like 'natural', 'pure' and 'organic' do not carry any legal standards.



THE TOXINS

WHAT TO AVOID?

As has been already discussed, many ingredients in cosmetics can be potentially harmful. Whilst it is always a great idea to research products before you purchase them, it is not always possible to do that, especially if the product you generally use is out of stock and you have to pick a different brand. In moments like this, you should be aware of the products, which are known to be harmful and are known carcinogens.

There are many companies, which sell top-of-the-line creams and cosmetics, and often, we think that since we are paying a fair amount for them, we should trust the company to take care of what ingredients go into it. Sadly, this is not the case, as a recent Time Magazine story revealed that women who went to a salon in Hollywood paid to get \$400 Brazilian blowouts, only to find that the latest ingredient in the product was in fact a known carcinogenic substance.

Salons are not always expected to know which ingredients are harmful and which are not.

This is something we must all take care to know ourselves. Whilst it can be difficult to find all natural products, they too come at a price tag and often can be more expensive than shelf brands. One should always read the label even when products are marketed as pure, organic or natural, as there is no set definition or legal standard for either of these terms. Listed below is an extensive list of ingredients, which one should avoid at all costs. The lists have been divided as per their application to hair, face, eyes and so on.

HAIR

Many hair products, such as conditioners, hair masks, intensive treatment creams, shampoos and dry shampoos contain sulfates and parabens. Research shows that these can disrupt the level of hormones in humans. Instead of these, choose sulfate free shampoos and if you have the time, you can make your own as well with simple household products like mayonnaise and baking soda.

- ▶ **Ingredients to Avoid in Shampoos:**
Ethanalamines, Parabens, Octinoxate,

Oxybenzone, Formaldehyde releasing preservatives, Sodium Laureth Sulfate.

► **Ingredients to Avoid in Conditioners:**

Ethanolamines, Parabens, Octinoxate, Oxybenzone, Formaldehyde releasing preservatives, Sodium Laureth Sulfate.

► **Ingredients to Avoid in Hair Dyes:**

Resorcinol, P-phenylenediamine, Toluene, Lead acetate, Ethanolamines.

EYES

The go to eye product for women, which serves as day or night wear is mascara. This product alone can contain several harmful substances, which are potential carcinogens and have been linked to cancer. Mascara may contain mercury, which is neurotoxic, and coal tar, which is a carcinogen.

Eye shadow also has the risk of being contaminated with 1, 4 dioxane, which too has been linked to cancer. In place of both these products, activated charcoal can be used as eye makeup.

SKIN

Many moisturizers and creams use parabens as preservatives, whereas sunscreens make use of oxybenzone, which is also known to disrupt hormones. In place of both these products, naturally made moisturizers and sunscreens are also made by some companies, which do not make use of oxybenzone. Many oils, such as almond oil, olive oil and apricot oil can be used as moisturizers. By applying oils before bathing, you can make your skin soft and supple.

► **Ingredients to Avoid in Moisturizers:**

Polyacrylamide, acrylamide contamination, PTFE, PFOA contamination, Placental extracts, UV filters

► **Ingredients to Avoid in Skin Lighteners:**

Butylhydroxytoluene; BHT, Ceteareth-20 (1,4 dioxane contamination), DMDM hydantoin (formaldehyde releaser), Padimate O (nitrosamine contamination), Hydroquinone, Mercury

► **Ingredients to Avoid in Sunscreens:**

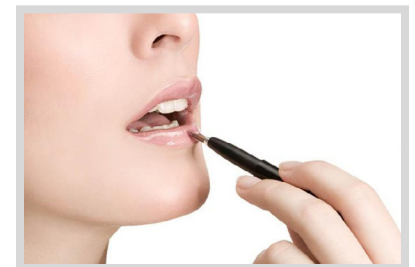
Benzophenone, Homosalate, Octinoxate, Oxybenzone, Padimate O, Para-aminobenzoic acid (PABA)

► **Ingredients to Avoid in Fragrances:**

Galaxolide, Musk ketone, Ethylene Oxide, Octinoxate, Nitrosamines, Dibutyl phthalate, Tonalide, Diethyl phthalate, Styrene, Musk xylene, Butylated Hydroxyanisole (BHA), Parabens, Benzophenone.

LIPS

Lip products have been known to contain lead, which is a heavy metal much like mercury and is a neurotoxin.



Lipsticks also contain BHA, which is a known carcinogen. For lipsticks and lip stains, make sure to do your research before buying them. Many cosmetic companies have taken the safe pledge and thus aim to provide safer products to their consumers.

- ▶ **Ingredients to avoid in lipsticks are:** BHA, Hydrogenated Cottonseed Oil, Mineral Oil, Padi-mate O, Petrolatum, Lead and other heavy metals

PRODUCTS TO WATCH OUT FOR:

- **COAL TAR:** It is a known carcinogenic substance, which is banned in the European Union but is still in use in the United States of America. It can sometimes be listed as a colour plus number such as FD&C Red No.6. It is most often used in anti-dandruff, anti-lice and treatments for dry skin.
- **MEA, DEA, AND TEA:** These are all used as emulsifiers and foaming agents in shampoos, body washes and soaps. These are also carcinogenic.
- **1,4 DIOXANE AND ETHOXYLATED SURFACTANTS:** These are often not listed on products as they themselves are by products which are made from adding ethylene oxide to lessen the harshness of other chemicals. These are also known carcinogens. It was found by the Environmental Working Group that 57% of baby washes in the United States contain 1,4 dioxane. One way to detect and avoid this is to avoid products, which contain the letters 'eth'.
- **FORMALDEHYDE:** It is commonly found in hair dyes, nail products, shampoos and eyelash adhesives. It is a suspected carcinogen and has been banned in the European Union.
- **PERFUME AND FRAGRANCE:** Many cosmetic items such as soaps, shampoos, conditioners, moisturizers and creams all contain fragrances and perfumes. These are forms of chemicals called phthalates and are all connected with dizziness, headaches, allergies and asthma.
- **HYDROQUINONE:** It is commonly used as a skin-lightening agent. It is known to be very toxic and is rated as the most toxic on the Environmental Working Groups Skin Deep database. It has been linked to toxicity in reproductive organs as well as cancer. It is banned in the United Kingdom.
- **LEAD:** It is a known carcinogenic and neurotoxin found in hair dyes and lipsticks. It is not found listed as an ingredient, as it is a contaminant.
- **MERCURY:** It is not only a known neuro-toxin but is also an allergen, which is known to hinder brain development. It is most commonly found in mascaras. Some eye drops also make use of mercury as an ingredient.
- **MINERAL OIL:** It is used in styling gels, moisturizers and baby oil. It is derived as

a by-product of petroleum. By forming a film on the skin, it does not allow the skin to release toxins.

- **OXYBENZONE:** It is most commonly found in sunscreens. It has been linked to not only hormonal disruption but also to allergies, low birth weight and cellular damage.
- **PARAPHENYLENEDIAMINE:** It is also commonly used in hair dyes and other hair products. It is known to be toxic to the skin and to the immune system.
- **PETROLATUM:** It is often used in lip products promising to protect lips from sunburns and chapping. Petrolatum is essentially a mineral oil jelly and as we have read above, mineral oils are known to cause problems as well. It in fact leads to chapping and dryer skin. Manufacturers tend to use petrolatum normally as it is cheap.
- **PHTHALATES:** They are most commonly present in fragrances such as perfumes, deodorants, lotions and body mists and sprays. They are essentially plasticizers, which are not only linked to cancer but also to endocrine disruption, liver damage, lung damage and damage to the kidneys.
- **PLACENTAL EXTRACT:** It is used in a few

hair and skin products and has also been linked to endocrine disruption.

- **SODIUM LAURYL SULFATE (SLS, SLES):** It is also used as a foaming agent in soaps and is essentially an industrial degreaser. It is known to irritate the skin once it is absorbed into the body.
- **TALC:** It is very similar to asbestos, which is a well-known carcinogen, in its chemical composition. It is frequently used in eye shadow, blush powders, deodorants and baby powders. It has been linked to problems of the respiratory system and ovarian cancer.
- **SILICONE-DERIVED EMOLLIENTS** are non-biodegrade ingredients used in skin products to create a soft sensation. However, these prevent the skin from breathing and are linked to skin irritation and growth of tumors.
- **TRICLOSAN:** Many antibacterial products such as wipes, soaps, deodorants, sanitizers all contain triclosan. It is also linked to endocrine disruption and cancer.
- **TOLUENE:** It is found in nail products and hair products. In fragranced products, the smell of toluene is hidden due to the scent. It has been known to disrupt fetal development as well as the immune and endocrine systems.

- **POLYETHYLENE GLYCOL:** It is also commonly used in many products as a penetration enhancer. In its use, it is contaminated with 1,4 dioxane and ethylene oxide, both of which have been discussed above as known carcinogens.
- **PARABENS:** They are used as preservatives in various products such as hair dyes, moisturizers and hair styling products. They have been linked to toxicity of the reproductive system, endocrine disruption and also cancer. Methyl, Propyl, Butyl and Ethyl Paraben are all used as inhibitors of microbial growth and preservatives. They are also responsible for allergic reactions and skin rashes. Methyl paraben combined with benzoic acid is known to be extremely toxic.
- **PROPYLENE GLYCOL:** It is composed of completely natural products, which are vegetable glycerin and grain alcohol. However, the synthetic mix is used as a humectant and causes allergic reactions.
- **DIAZOLIDINYL UREA AND IMIDAZOLIDINYL UREA:** After Parabens, they are used mostly as preservatives. The American Academy of Dermatology has established these as a leading reason of contact dermatitis. These are also marketed

under other trade names such as Germa II and Germa II 115. Germa II is not a good anti fungal preservative and is combined with even more preservatives to do the job.

These are just some of the commonly used ingredients, which one should look out for. It is always better to look for natural ingredients yourself and if time allows, making your own cosmetic products at home. With awareness being raised on the fronts many companies are committed to developing safer products for their customers. Other pointers, which can help avoid harmful chemicals, are taking care of basic things such as buying clear products instead of colored ones. If the hair product you are buying is bright green or blue in color, then it is very likely that it contains coal tar. Substituting fragrance free products in place of fragranced products is another way to avoid unwanted harmful ingredients. Many people who opt for fragrance free products tend to notice small changes in their health such as nose stuffiness or headaches going away. The more natural products you use, the healthier you feel.

Once you inculcate the habit of reading labels, you can tell which products make use of natural ingredients and which do not. Always remember that when a natural product is being marketed, it may not be entirely natural and can for example

have up to 70 % natural ingredients and 30% synthetic ingredients. Thus, it is important to study the ingredient list properly.

CARING FOR YOUR SKIN

In today's fast paced world, we have placed too much reliance on products made by various manufacturers to take care of minor



skin problems, which can otherwise be resolved naturally or can heal over a course of time.

There are a range of creams, ointments and gels available for a variety of blemishes. There are day creams and night creams, as well as creams to use before and after sun exposure. They vary promising various outcomes such as reduction of dark spots or wrinkles.

The best way to take care of your skin is to rely on natural products. It is said that you are what you eat and this is true to the very last word.

People tend to overlook the power of soul foods such as fruits and vegetables. It is not important to eat them all the time but taking with natural products can also do wonders for your skin.

As there is a range of products available, based on particular skin types, we will use the same methodology to provide hassle free skin care techniques based on natural products, which do not have any side effects or hidden harmful ingredients.

DETERMINING YOUR SKIN TYPE

There are four types of skin: Oily, Normal, Dry and Combination. Each of these types has its own skin care regimen that can help maintain the perfect balance and healthy glow on your face. Whilst skin types fall within these broader categories, some people can also have sensitive skin in addition to this.

NORMAL SKIN: You have normal skin when your skin secretes the right amount of oils or sebum. This usually means that normal skin would be oily on the T zone and not anywhere else. Normal skin, like all others, is also prone to seasonal changes, meaning that during the summer, the skin can be oily and during the winter, it is prone to dryness. Normal skin is easy to take care of. You should opt for a natural or organic face wash with which to wash the face every morning. It should be noted, however, that frequently washing the face with soap or face wash could make the skin dry. One should moisturize the face at nighttime with olive or

almond oil and let it soak before rinsing it off in the morning. For daytime, if you are looking for a clear and oil free moisturizer, then Aloe Vera gel works best as a natural skin conditioner.

DRY SKIN: If your skin has few breakouts, is dehydrated and is generally lacking oil then your skin can be categorized as dry. Dry skin comes with its own set of problems. It can become very chapped and can burn easily when exposed to the sun or dry wind. It is important to wash your face with a face wash specific to dry skin, so that it can lock in the moisture. People with dry skin should avoid toners and alcohol based products for the skin, as they can dry out the skin even more. It is recommended to use creams and lotions to keep the skin hydrated. It is also important to regularly oil the skin to keep it at its healthiest.

COMBINATION SKIN: It is a complicated skin type where two extremes are present. Combination skin can be very dry in some places and very oily in others. This means that people who have combination skin are prone to acne as well. This means that no one treatment can be relied on, as the skin has extremities. Therefore, where there is acne one should treat just that particular area. Where there is dryness, moisturizers should be applied spar-

ingly. If the acne is too much or too severe, it is best to consult a dermatologist as he or she can recommend the best skin regimen for combination skin prone to acne.

OILY SKIN: Oily skin is more prone to problems such as pimples, whiteheads and blackheads. This is because the pores are larger. Oily skin has a noticeable oily residue, especially after waking up. It is recommended that people with oily skin should wash their face at least twice a day with a face wash that suits their skin. A natural astringent such as witch hazel or neem extract should be used after washing, so that any leftover oil can be removed. Just because you have oily skin does not mean that it does not need to be moisturized. Contrary to popular belief, oily skin must also be moisturized with a moisturizer, albeit with a lighter one.

SENSITIVE SKIN: Sensitive skin occurs in addition to dry, oily, normal or combination skin types. If your skin feels easily irritated by mild soaps, lotions, hot or cold weather or even the sun, then there is likelihood that you have sensitive skin. Sensitivity often shows up as redness, inflammation, rashes or acne. People who have sensitive skin should be extra careful and only opt for hypoallergenic and fragrance free products as the risk of irritation is minimized with these products.



ORGANIC MAKEUP

As has been discussed above, the terms ‘organic’ and ‘natural’ are often used for products but may not be what you perceive it to be. Products may be 80 per cent organic but what goes in the other 20 per cent may be chemicals, which are harmful for you. It is thus important to understand the ingredients and labels. Unfortunately, there are now thresholds for when terms like organic and natural can be used. Neither are there any legal standards against which such products can be held accountable. The use of such words is merely labeling, to attract a certain consumer, who obviously in this case is looking for organic or natural make-up products.

UNDERSTANDING THE DIFFERENCES BETWEEN NATURAL AND ORGANIC

When the term natural is used, it means that the ingredients used in the product are derived either completely or partially from natural sources. This means that there are no synthetic compounds in these products.

Organic means that the products are made of

ingredients sourced from plants, which are in turn cultivated without the use of synthetic compounds and pesticides.

WHAT IS ORGANIC MAKE UP MADE OF?

Organic makeup can be made from a variety of substances ranging from plants and plant materials to minerals. Make-up, which is labeled organic, denotes that it is made up of ingredients which are organic and naturally occurring and that these materials are certified as organic. Certified organic means that the ingredients used in the make-up were not exposed to chemicals and harmful pesticides. One should make sure that the make-up carries the label of ‘certified organic’ before buying it as otherwise ingredients may have been exposed to pesticides.

Many companies are looking towards making make up less harmful. Amongst those companies are some, which solely rely on providing harmless make-up products to consumer. An example of such a company is Bare Minerals, which has proven that naturally sourced cosmetics work really well. The main ingredient used by Bare Minerals

in their products is cornstarch.

Since cosmetics do not just stay on the surface of the skin and do tend to penetrate the skin, it is important to be aware of what goes into their making. A study by Aveda shows that a person who wears lipstick regularly consumes up to four tubes of lipstick in their lifetime. This means that everything that is absorbed by the body must not be harmful, thus absorbing plants oils and waxes, essential oils and mineral pigments is healthier than absorbing synthetic material such as chemicals and petroleum products. This amongst many other reasons is why people are now opting for natural or organic makeup products which are not only safer but also healthier options.

Natural products tend to use plant waxes, plant oils, essential oils from flora and fauna and colored mineral pigments to provide the end user with a safer and healthier option. This will keep your skin free from exposure to harmful chemical and you will notice how problems such as skin irritation, rashes, allergic reactions as well as acne and contact dermatitis will go away over time. The result is a healthy, glowing skin.

One must take note that plants too can contain toxins, which are harmful, and some may even contain carcinogens that can be just as bad as products made from synthetic materials. Minerals too can be very toxic. A good example of this is the white powder used by geishas that contained lead. Thus, ingredients may still be organic and harmful. Be sure to check the ingredients for known toxins and carcinogens whether you

choose natural, organic or synthetically made make-up.

HOMEMADE ORGANIC ALTERNATIVES TO EVERYDAY MAKEUP PRODUCTS

LIPSTICK: Depending on what color you want, you can make lipstick at home with the use of simple products that you can find in your kitchen and pantry. You can use beetroot for red colored lipstick or cocoa powder for a dusky brown color. If you would like to add some fragrance to it, you can a drop of essential oils of your choice.

FOUNDATION: The ingredients required to make foundations at home are arrowroot powder, cocoa powder, ground nutmeg and cinnamon. The latter of the ingredients can help customize and make several shades of foundation, which are required for contouring. This foundation is easy to apply and remove and can help cover acne and blemishes giving the skin a smooth appearance.

TRANSLUCENT POWDER: This too like foundation is very easy to make. The only ingredient you may not find at home is French green clay that is easily available in the market. By mixing cocoa powder, French green clay and cornstarch, you can make your own translucent powder at home.

FACE BLUSH: Much like the recipe for foundation this too can be customized to whatever shade you want. The base ingredient for this is also arrowroot powder to which hibiscus powder and cinnamon powder are added to make the desired shade of blush.

BRONZER: The bronzer is slightly more complicated to make, however if you use bronzer frequently then it is worth the time and effort. For making bronzer you need argan oil, which is the base of this product and to it cupuacu butter, sericite mica, soluble titanium oxide and bronze mica are added in extremely small quantities. The bronzer can be made lighter or darker depending on your requirements. This bronzer is very easy to use as well.

EYE LINER AND EYESHADOW: The only ingredient required for these is activated charcoal, which is then mixed with water. This can be used as a dark eye shadow or eyeliner and costs only a fraction of the price of branded eye liner.

MASCARA: This is made from several ingredients: aloe vera gel, grated beeswax, coconut oil and activated charcoal. It too can be made at home at a fraction of the price and is just as effective as branded mascaras.

MAKE UP REMOVER: There are many options available for makeup removal when it comes to natural products. Almond oil is great for your face and can help lighten dark circles. Aloe Vera on the other hand is a great moisturizer for the skin and keeps away breakouts. For your eyes, you should try using apricot oil as it is closest to sebum that is produced naturally from the skin.

CONCLUSION

With the large variety of products available in the market catering to every conceivable skin problem, one would think that caring for one's skin could not get any easier. This, as we have gotten to know, does not stand true. With more and more products emerging on a daily basis and with no proper regulations, it is up to the consumer to make sure that the products they use are safe for them.

With the list provided and keywords associated with product types, it is hoped that it would help people sift out the bad products from the good. More so, it can help people determine whether the products they have been using for years are harmful, and if they are, then what improvements they should feel once they discontinue use. There are many recipes available online for making natural products - everything ranging from toothpastes to lipsticks for those who are able to make them at home.

