

BCPP's Campaign for Safe Cosmetics is tackling the environmental injustice of the beauty industry with our top list of 80 Black-owned beauty brands and a 700+ non-toxic beauty product database that Black women can trust.

The products on our list are made and sold by Black-owned companies committed to safer beauty and personal care products—free of the toxic chemicals linked to health concerns that negatively impact Black women.

# **BACKGROUND INFO**

CSC's Non-Toxic Black Beauty Project is guided by an Advisory Committee made of representatives from leading nonprofit organizations and scientists working to address the over-exposure Black women experience to unsafe ingredients in the beauty and personal care products they use every day. For Black women, this issue is especially urgent because they face the highest rate of breast cancer mortality than any U.S. racial or ethnic group. This problem is compounded by the fact beauty products marketed to Black women often contain the most toxic

## THE GOAL

With the goal of reducing Black women and girls' exposure to unsafe ingredients in beauty and personal care products, this Project set out to achieve the following:

Goal 1: Create List of non-toxic beauty products

Create a list of non-toxic beauty products made by Black-owned beauty brands, so Black women can shop with confidence knowing the beauty and personal care products they are purchasing do not contain chemicals linked to negative health effects.

### Goal 2: Develop and Share Tip Cards and other Resources

Equip Black women with resources they can trust to make safer choices.

Goal 3: Grow Safe Black Beauty Industry

Grow the safe Black beauty industry by elevating companies that are making safer beauty and personal care products for Black women and providing technical support to Black-owned beauty businesses that don't make the list and want to do better.

#### Goal 4: Raise Awareness

Raise public, manufacturer, and retailer awareness about the hazardous chemicals in Black beauty products.

**Goal 5: Expand Red List** 

Expand our Red List of chemicals of concern in cosmetics to include health outcomes of particular concern for Black women. These health concerns include: allergic reactions, diabetes, early puberty, endometriosis, infertility, earlier age at menopause, less successful IVF outcomes, maternal health, ovarian cancer, polycystic ovarian syndrome, pregnancy complications, preterm birth, and uterine fibroids.

ingredients used by the cosmetics industry including hair dyes, hair relaxers and straighteners, skin lighteners, feminine douches, deodorant, etc. This toxic exposure lighteners, feminine douches, deodorant, etc. This toxic exposure is of particular concern to Black women because they purchase and use more beauty products per capita than any other demographic spending more than \$7.5 billion dollars on beauty products a year and nine times more on hair products than the average consumer. Elevated exposures to beauty product chemicals in women of color are, in part, attributable to the "environmental injustice of beauty" a framework that links intersectional systems of oppression (i.e., racism, sexism, classism) to Eurocentric beauty norms (e.g., societal preferences for light skin and straight hair) and racialized beauty practices. All of these factors can have long term consequences on women's chemical exposures and, consequently, their health and wellbeing.

### FIND OUT MORE

Check out our database at **safecosmetics.org/black-beauty**Contact us **blackbeautyproject@bcpp.org** 

