

# GTF<sup>☠</sup>O

## ☠ FORMALDEHYDE

# TOOLKIT



**CSC** Campaign  
for Safe  
Cosmetics





Did you know? Beauty products marketed to Black women are some of the **most toxic** on the market, increasing our risk of breast and uterine cancer, infertility, and birth defects. Black beauty deserves better choices.





[www.safecosmetics.org](http://www.safecosmetics.org)

[@safecosmeticshq](https://www.instagram.com/safecosmeticshq)

TELL RFK JR. TO  
**GTF O**  
[@SAFECOSMETICS.ORG](https://www.instagram.com/safecosmetics)



**C** Campaign  
for Safe  
Cosmetics

# EASY PREMADE

Social Graphics + Stories

Social Copy for Posts

Or customize your own

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# COPY

**LINK IN BIO/STORIES: [SAFECOSMETICS.ORG/GTFO](https://safecosmetics.org/GTFO)**

**TARGET: @ROBERTFKENNEDYJR**

**HASHTAG: #GTFO**

Other supporting hashtags: [#cleanbeauty](#) [#nontoxicbeauty](#) [#saferbeauty](#)  
[#SaferBeauty4all](#) [#GetTheFormaldehydeOut](#)

Did you know? Beauty products marketed to Black women are some of the most toxic on the market, increasing our risk of breast and uterine cancer, infertility, and birth defects. Black beauty deserves better choices. Link in bio to take action.

Black women spend 9x more on hair care products than any other demographic, but these products often contain formaldehyde and other toxic chemicals! Tell @robertfkennedyjr to GTF(ormaldehyde)O. Link in bio to take action.

Support Black-owned beauty companies that are fighting the toxic beauty status quo. Comment your favorite non-toxic beauty brand below!

RFK Jr. knows there's cancer-causing ingredients in 80% of the beauty products marketed to Black women, and he doesn't F\*ing care. Link in bio to take action.

If Black don't crack, why do our beauty products use the same toxic chemicals as embalming fluid? Tell @robertfkennedyjr to GTF(ormaldehyde)O. Link in bio to take action.

Embalming fluid is great at preserving beauty, but can cause cancer, infertility, and other repro harm— that's why it's mainly reserved for dead people. And Black beauty products. Link in bio to take action.

Formaldehyde has been linked to cancer for nearly 50 years. It's still in 50% of all beauty products marketed to Black Angelenos. Link in bio to take action.

[Click here for more copy examples on:](#)

THE BEAUTY INDUSTRY

BLACK WOMEN – BEAUTY STATS

BLACK WOMEN – HEALTH STATS

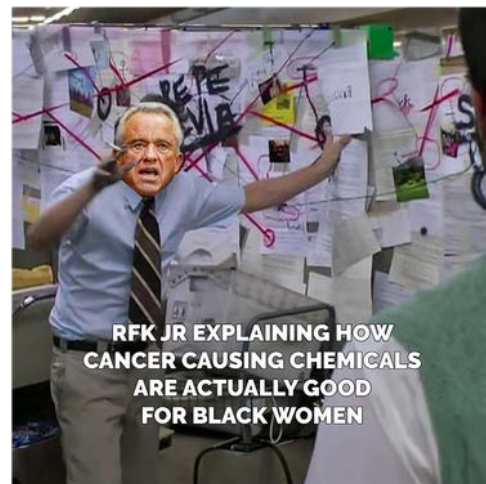
FORMALDEHYDE

THE FDA

BEAUTY JUSTICE

# MEMES

[Download Here](#)



# OTHER CONTENT



01 [GTFO landing\\_page](#)

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02 [ACTION: Write RFK, Jr.](#)

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03 [ACTION: Safer Beauty for All](#)  
Federal bill package

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04 [Safer Black Beauty Database](#)  
Non-toxic Black beauty brands + products

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05 [Top Toxic Chemicals to Avoid](#)

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06 [Formaldehyde + FRPs to Avoid](#)



# GTFO

## FORMALDEHYDE

Need something else?  
Reach out to us!



### Email

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### Website

[safecosmetics.org](http://safecosmetics.org)  
[bcpp.org](http://bcpp.org)



### Social Media

[@SafeCosmeticsHQ](https://twitter.com/SafeCosmeticsHQ)  
[@BCPPPartners](https://twitter.com/BCPPPartners)

