

GTF[☠]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

@safecosmeticshq

TELL RFK JR. TO
GTF O
@SAFECOSMETICS.ORG



S Campaign
for Safe
Cosmetics

EASY PREMADE

Social Graphics + Stories

Social Copy for Posts

Or customize your own

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BLACK WOMEN SPEND
99% ON HAIR CARE PRODUCTS THAN ANY OTHER DEMOGRAPHIC...
— MORE —

...but these products often contain formaldehyde and other toxic chemicals

GTF 0



“

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.

”

IF BLACK DON'T CRACK, WHY DO OUR BEAUTY PRODUCTS USE THE SAME TOXIC CHEMICAL AS EMBALMING FLUID?

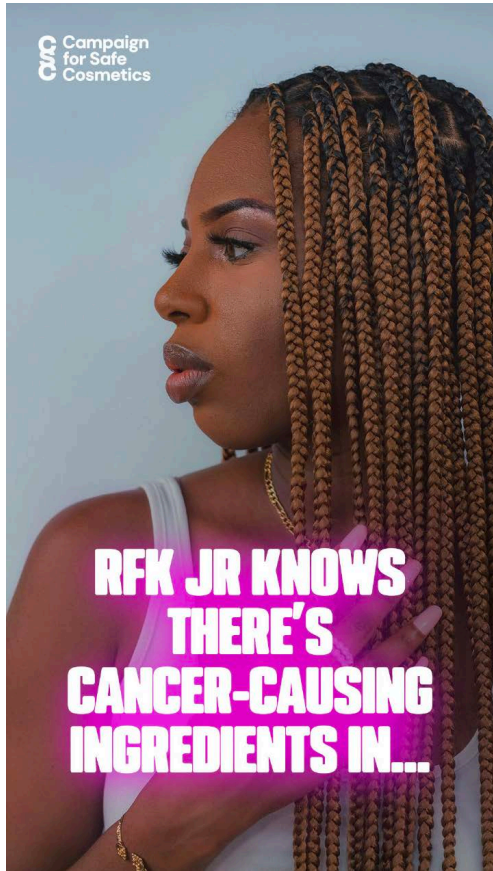
TELL
@robertfkennedyjr
to
GTF 0
FORMALDEHYDE
LINK IN BIO TO TAKE ACTION.



GTF 0
FORMALDEHYDE



DOWNLOAD [Stories Here](#)



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!

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

OTHER CONTENT

01 [GTFO landing page](#)

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

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

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

05 [Top Toxic Chemicals to Avoid](#)

06 [Formaldehyde + FRPs to Avoid](#)

GTFO

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Need something else?
Reach out to us!



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bcpp.org



Social Media

@SafeCosmeticsHQ
@BCPPPartners

