

WE ACT'S BEAUTY INSIDE OUT CAMPAIGN



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WE ACT for Environmental Justice

The Problem. Toxic chemicals in beauty products marketed to people of color are harming our communities in two ways:



Toxic chemicals cause physical harm to our health

Racialized marketing of products causes social, psychological, and societal harm

Top-down solutions target legislation, regulation, sales, and availability of these products

Bottom-up solutions target the demand for the products, through social movements, public discussion, and education

The Solutions. Solutions to this problem fall into two categories, top-down and bottom-up solutions. Both types are necessary because top-down regulation alone is insufficient to solve the problem

TOXIC PRODUCTS IN OUR COMMUNITIES

Toxic products are widely available in storefronts and via online retailers with **harmful targeted marketing**

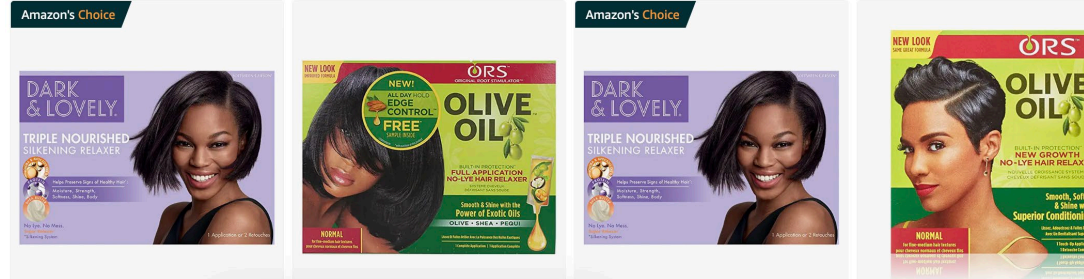
1-48 of over 2,000 results for "hair relaxer"

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up

- Brands
- Soft-Sheen Carson
 - Hawaiian Silky
 - Tcb
 - Avlon
 - Dr. Miracle's
 - Luster's
 - African Pride
 - ✓ See more

Price

Results



Chiki Halka Hair Relaxer Cream for Girls

\$20⁰⁰ (\$20.00/Count) Was: \$25.00

FREE delivery May 22 - Jun 13

Only 7 left in stock - order soon.



African Pride Dream Kids Olive Miracle Relaxer Regular - Contains Olive Oil, Helps...

1 Count (Pack of 1)

★★★★★ ~ 1,061

100+ viewed in past week



ORS Ors Olive Oil Girls Soft Curls No-lye Creme Texture Softening System Kit, 1 Ea, 1 Count

1 Count (Pack of 1)

★★★★☆ ~ 520

100+ viewed in past week



Targeted marketing includes young girls

TOXIC BEAUTY PRODUCTS IN NORTHERN MANHATTAN



25% of all survey respondents reported using **skin lighteners** in their lifetimes; among Asian respondents, use was higher at **57%**.



44% of respondents reported using **chemical straighteners** in their lifetimes; among Non-Hispanic Black respondents, use was higher at **60%**.

297

Femme-identifying individuals and women were surveyed in nine NYC neighborhoods:

Edwards et al.
(2023)
Environmental Justice



Product Safety is a Bipartisan Issue

A 2022 survey of n = 1,200 registered U.S. voters including Democrats, Republicans and Independents conducted by Lake Research Partners found:

- 49% of respondents thought that chemicals in food and consumer products have been tested for safety (but this is not the case)
- There was broad agreement that the government require products to be proven safe before they are put on the market. More than 90% of people support the requirement that products be proven safe, and 2/3 strongly agree with this requirement

49%
assumed safe

90% +
support safety
requirement

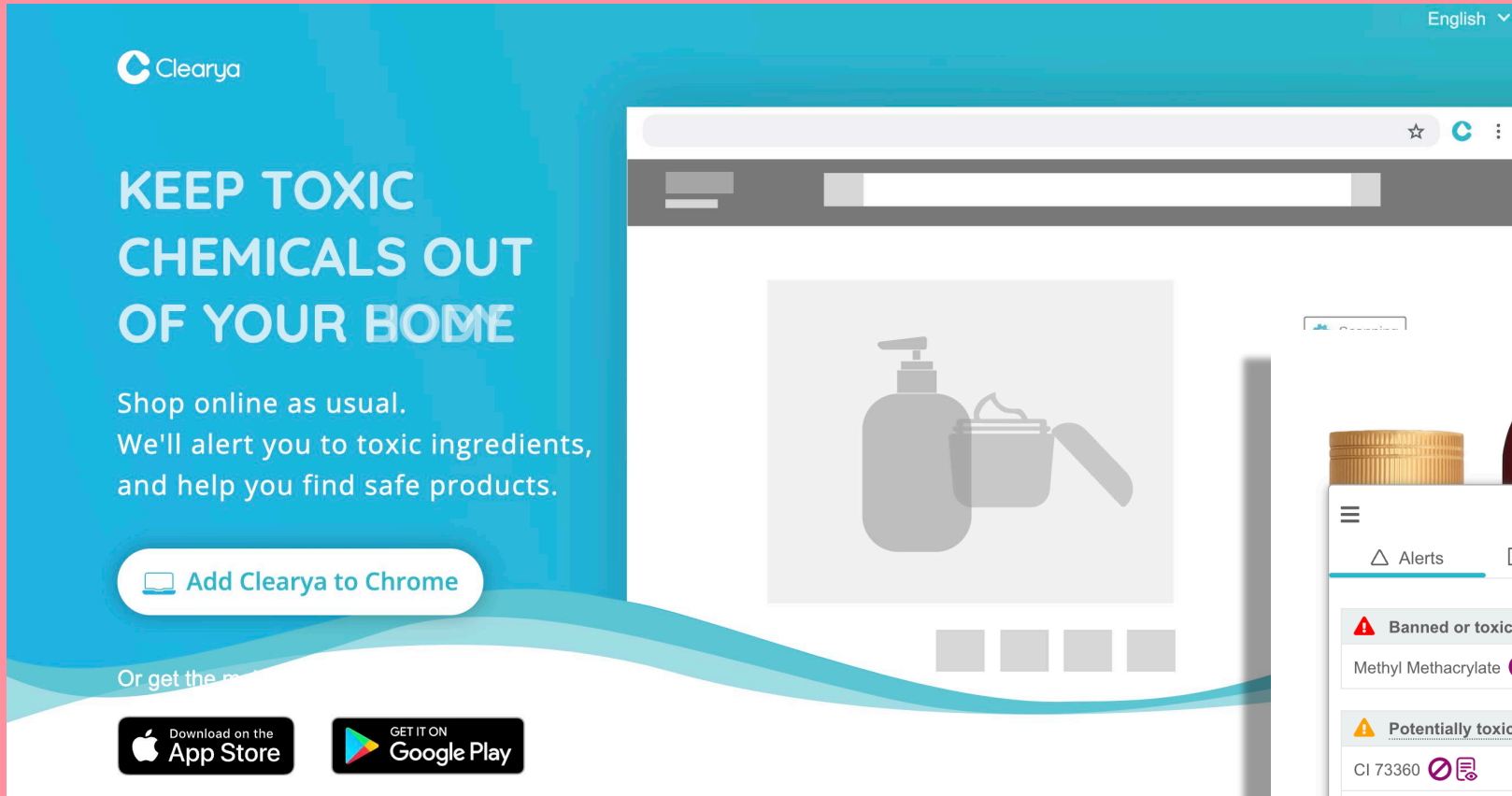
Advocacy: Regulation

- **International:** Supporting the proposed 2023 Amendment to the Minamata Convention on Mercury to ban advertising, display, sale, and offering of sales of mercury-added cosmetics, including skin lightening products.
- **Federal:** Safer Beauty Bills Package
4 bills to address gaps in cosmetic safety, including:
 - 1) Banning 11 of the most toxic chemicals
 - 2) Fragrance ingredients disclosure
 - 3) More supply chain transparency
 - 4) Increase research and resources about toxic chemicals exposure in communities of color and salon workers
- **State:** Learning from, and modeling, state bans and restrictions. Highly concerned about federal preemption of state safety substantiation, adverse event reporting, recalls, product registering, etc.



Harm Reduction & Non-Toxic Transition

clearya.com



Clearya

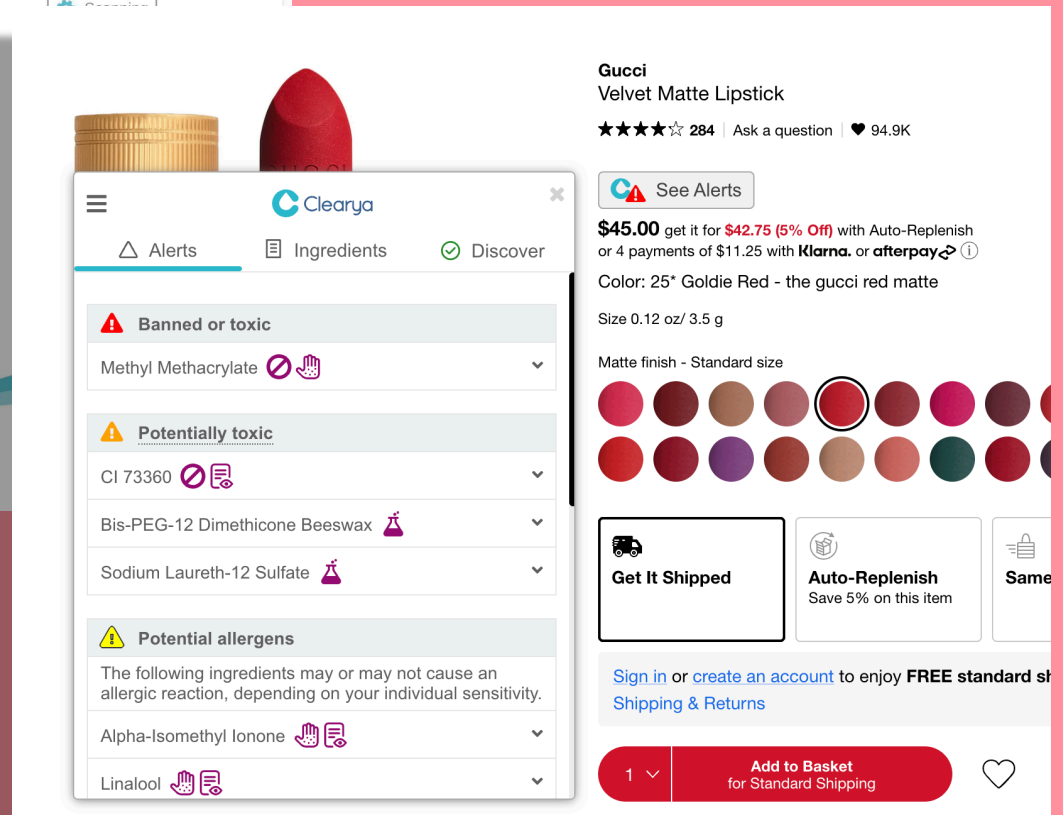
KEEP TOXIC CHEMICALS OUT OF YOUR HOME

Shop online as usual. We'll alert you to toxic ingredients, and help you find safe products.

[Add Clearya to Chrome](#)

Or get the app

Download on the App Store | GET IT ON Google Play



Gucci
Velvet Matte Lipstick
★★★★☆ 284 | Ask a question | ❤️ 94.9K

\$45.00 get it for **\$42.75 (5% Off)** with Auto-Replenish or 4 payments of \$11.25 with **Klarna**. or **afterpay** ⓘ

Color: 25* Goldie Red - the gucci red matte
Size 0.12 oz/ 3.5 g

Matte finish - Standard size

Get It Shipped | **Auto-Replenish** Save 5% on this item | **Same**

[Sign in](#) or [create an account](#) to enjoy **FREE standard shipping & returns**

1 **Add to Basket** for Standard Shipping

Clearya Alerts Ingredients Discover

- Banned or toxic**
 - Methyl Methacrylate 🚫👤
- Potentially toxic**
 - CI 73360 🚫📄
 - Bis-PEG-12 Dimethicone Beeswax 🧪
 - Sodium Laureth-12 Sulfate 🧪
- Potential allergens**

The following ingredients may or may not cause an allergic reaction, depending on your individual sensitivity.

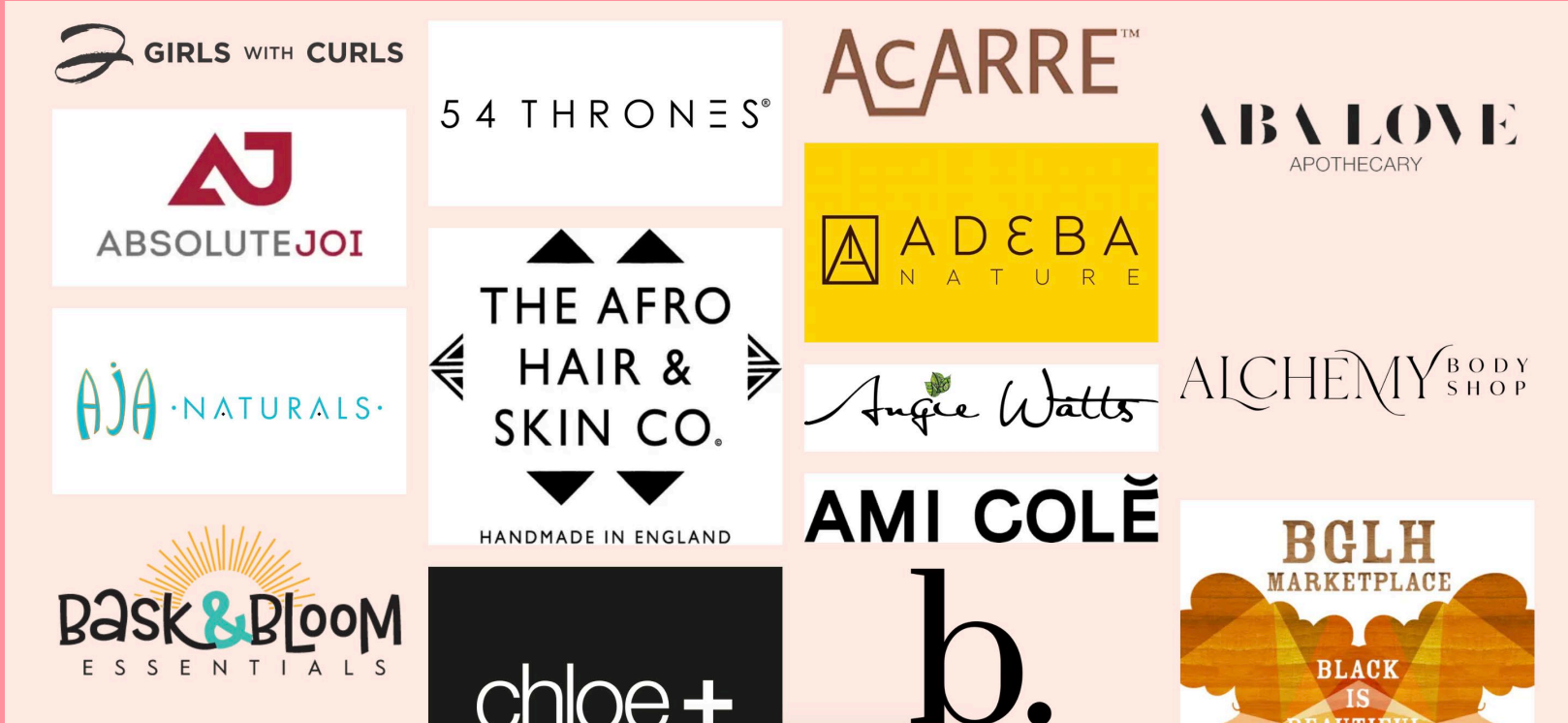
 - Alpha-Isomethyl Ionone 🚫📄
 - Linalool 🚫📄

Use when shopping online at:



Black Beauty Project

“Black-owned beauty brands’ product ingredients are free of toxic chemicals, verified by the Campaign for Safe Cosmetics”



Diversity in Beauty Justice

Need to better understand and represent:

- Cultural complexity, both domestically and internationally, in Beauty Justice
- Generational differences and trans-generational impacts both in terms of impacts and social pressures
- The intersection of Beauty Justice, gender, sex assigned at birth, and reproductive health impacts (especially for endocrine disrupting chemicals) for both femme and masc identifying individuals