

the *never* list™

WHEN FORMULATING OUR PRODUCTS, WE PROHIBIT THE USE OF OVER 1,500 HARMFUL OR QUESTIONABLE INGREDIENTS.

Benzalkonium chloride • BHA and BHT • Coal tar • Ethylenediaminetetraacetic acid (EDTA) • Ethanolamines (MEA/DEA/TEA) • Formaldehyde • Hydroquinone • Methylisothiazolinone and methylchloroisothiazolinone • Oxybenzone • Parabens (methyl-, isobutyl-, propyl- and others) • Phthalates • Polyethylene glycol (PEG compounds) • Retinyl palmitate and Retinol (Vitamin A) • Sodium lauryl sulfate and Sodium laureth sulfate (SLS and SLES) • Synthetic flavor or fragrance • Toluene • Tridosan and Triclocarban

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