

BEAUTYCOUNTER

CLEAN SWAP

GUIDE

There are many ingredients allowed in beauty and skin care products that we believe should never be used: harsh sulfates, formaldehyde-releasers, artificial fragrances, PEGs, mineral oil, and carbon black. Ready to come clean? Start by replacing six of the worst offenders. Beautycounter offers alternatives that deliver the performance you look for with cleaner ingredients.





1 | HIT REFRESH

Many traditional eye and face creams are made with preservatives which can potentially release formaldehyde and wreak havoc on the immune system. Formaldehyde? Now that's an eye-opener. Countermatch Eye Rescue Cream and Countermatch Adaptive Moisture Lotion are naturally preserved with phytic acid from green rice.



2 | NOT JUST A PRETTY FACE

Traditional facial masks can be formulated with PEGs, which are widely used in cosmetics as thickeners or solvents, that can possibly be contaminated with trace amounts of dangerous chemicals. Your masks should have nothing to hide. At Beautycounter, all our masks contain naturally-derived glycerin, which helps condition and soften skin.



3 | THE DIRT ON BODY LOTIONS

With more skin to cover, body lotions offer the most exposure to potentially toxic ingredients, like mineral oil. Permitted in beauty products, mineral oil is a conditioning agent that may be contaminated with trace amounts of toxins and can suffocate skin. Let your skin breathe easy. Beautycounter Hydrating Body Lotion contains a moisturizing blend of marula and mongongo oils which are rich in essential fatty acids to revitalize and nourish skin.



4 | COLOR MADE SAFER

As lipstick is applied on your mouth, it's no surprise we ingest what we put on, including artificial fragrance. Artificial fragrances can be a blend of ingredients that are not required to be disclosed by U.S. law and can include trace amounts of phthalates (potential endocrine disruptors). That leaves a bad taste in our mouths, too. Beautycounter Sheer Lipsticks are vibrant in color, transparent in ingredients, and scented only with natural vanilla.



5 | EASY ON THE EYES

Carbon black, a pigment used in mascaras to create the deep black color, has been linked to a range of adverse health effects. Mascara shouldn't be that scary. Beautycounter Volumizing and Lengthening Mascaras are pigmented with naturally-occurring iron oxides.



6 | GOOD HAIR DAYS START WITH SAFER INGREDIENTS

Harsh sulfates, such as SLS and SLES, are found in many shampoos and can cause skin irritation. Your scalp deserves a lot better. These Beautycounter shampoos feature PureFoam Cleansing Technology which is derived from beetroot sugars to deliver the rich lather and cleansing performance you love in a gentler way.

**Interested in advocating for
safer beauty? Become a Consultant
and join our movement.**

Ask your Consultant today.