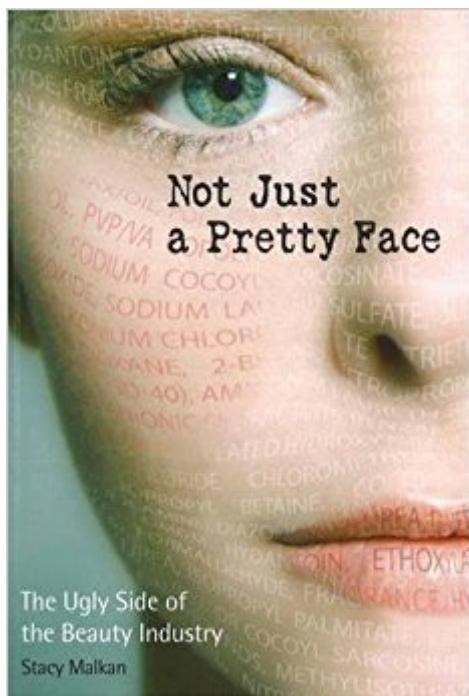


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# Not Just A Pretty Face: The Ugly Side Of The Beauty Industry



## **Synopsis**

Lead in lipstick? 1,4 dioxane in baby soap? Coal tar in shampoo? How is this possible? Simple. The \$35 billion cosmetics industry is so powerful they've kept themselves unregulated for decades. Not Just a Pretty Face chronicles the quest that led a group of health and environmental activists to the world's largest cosmetics companies to ask some tough questions: Why do companies market themselves as pink ribbon leaders in the fight against breast cancer, yet use hormone-disrupting and carcinogenic chemicals that may contribute to that very disease? Why do products used by men and women of childbearing age contain chemicals linked to birth defects and infertility? As doors slammed in their faces and the beauty myth peeled away, the industry's toxic secrets began to emerge. This scathing investigation peels away less-than-lovely layers to expose an industry in dire need of an extreme makeover. The good news is that while the major multinational companies fight for their right to use hazardous chemicals, entrepreneurs are developing safer non-toxic technologies and building businesses on the values of health, justice and personal empowerment.

## **Book Information**

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## **Customer Reviews**

Lead in lipstick? 1,4 dioxane in baby soap? Coal tar in shampoo? How is this possible? Simple. The \$35 billion cosmetics industry is so powerful that they've kept themselves unregulated for decades. Not one cosmetic product has to be approved by the US Food and Drug Administration before hitting the market. Incredible? Consider this: The European Union has banned more than 1,100 chemicals from cosmetics. The United States has banned just 10. Only 11% of chemicals

used in cosmetics in the US have been assessed for health and safety â “ leaving a staggering 89% with unknown or undisclosed effects. More than 70% of all personal care products may contain phthalates, which are linked to birth defects and infertility. Many baby soaps are contaminated with the cancer-causing chemical 1,4 dioxane. It's not just women who are affected by this chemists' brew. Shampoo, deodorant, face lotion and other products used daily by men, women and children contain hazardous chemicals that the industry claims are "within acceptable limits." But there's nothing acceptable about daily multiple exposures to carcinogenic chemicals-from products that are supposed to make us feel healthy and beautiful. Not Just a Pretty Face delves deeply into the dark side of the beauty industry, and looks to hopeful solutions for a healthier future. This scathing investigation peels away less-than-lovely layers to expose an industry in dire need of an extreme makeover. 15 percent of the purchase price of each book sold benefits the national Campaign for Safe Cosmetics, administered by the Breast Cancer Fund, through December 31, 2012.

(2007-04-20)

Stacy Malkan is communications director of Health Care Without Harm, and a media strategist and cofounding member of the Campaign for Safe Cosmetics, a national coalition working to eliminate hazardous chemicals from personal care products. Stacy is a former journalist and newspaper publisher, and a longtime environmental health advocate who lives in the San Francisco Bay Area.

Great book! a lot of info on chemicals and the beauty industry that I wasn't aware of, like what is allowed and what isn't and how cosmetic companies have different ingredients for the same product but in other countries, based on what they allow. So other countries have a higher greener clean quality then in the USA, kinda sad. But very informative I changed my beauty product purchases to be cleaner and better for my skin and health!

If you're concerned about what could be lurking in your cosmetics and skin care, this book is an absolute must read!! It's detailed, informative, and a huge eye opener!!!

I love this book. If I could afford it I would hand them out to everyone.

part of the United Methodist Women reading list this year

"Not Just a Pretty Face" is an informative and readable exposé of the dangerous ingredients used

by the commercial cosmetics industry in the US, and how the industry has resisted calls to make their products safer. It was preaching to the choir for me, but it still helped to broaden my understanding of what to avoid and why, and to deepen my caution towards commercial beauty products. Still, the book has its issue. The attempt to be chatty and casual falls flat, and kept me from taking the reportage very seriously. I am on the author's side, and appreciate the place that muckracking and biased issue journalism can have, but coupled with the cutesy tone I found it unconvincing in its un-objectivity. If I was a skeptic of the charges against the cosmetics industry, I would remain so after reading this book. It reads more like a screed than an exposé, and can be rather rambling on the first person anecdotes while amateur in its presentation of broader issues. This book attempts to be a Food, Inc of the beauty industry, and while it isn't quite, it nonetheless is a good start at calling attention to the dangers of commercial cosmetics. I will loan it out to friends who are on the fence about going all-natural, but would not recommend it for skeptics.

First let me put my biases up front. I do not like the cosmetics industry. I do not like the petroleum industry and I certainly do not like the advertising industry. Having said that, let me try and provide a constructive review. This is a book that proposes to expose the seedy underside of the cosmetics industry. It is very readable and "user friendly". I read it from cover to cover in just a few days and in every chapter learned/was repulsed by something new. Given my biases I do encourage readers to check out the provided sources to determine for themselves the veracity of the information (I did so and was convinced). However, be aware that this is not an unbiased perspective. The author has a definite point of view (which I happen to agree with) but still raise some interesting and important issues that are worthy of further consideration beyond the "preaching to the choir" crowd. It is a well written, entertaining read and encourages you to pause and think a moment without being overly preachy. My wife is now regularly visiting the database the author and the affiliated organization has set up and made self informed choices about makeup, sunscreens and other cosmetics. Not as a reactionary "go all natural" consumer but being able to make reasonable choices about products that work for her and possible alternatives that are less risky/carcinogenic. I highly recommend this book.

I love this book! Anyone concerned for their health or their children's health really need to read this book. It's about way more than just make-up

My wife and I found the book to be very enlightening. People of all ages should read especially

those who use make-up, prospective mothers, those pregnant, teen-agers, and folks with children, and members of government and people who just need to or should know about cosmetic industry, its potentially harmful effects of use and lack of protective health regulation. We found the book riveting and to be honest a little scary, especially with our having three grand daughters.

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