WHAT ARE HEAVY METALS?
A heavy metal is any metal of environmental concern, meaning that acute or long term exposure may lead to harm. Heavy metals are found naturally in the earth, and we’re exposed to them from a variety of sources like air pollution, mining and industrial waste in drinking water and in waterways, and through the food chain. Though small amounts of metals (like iron) are actually required for good health, the term “heavy metals” is usually meant to imply “toxic heavy metals” since most of them are not good for human health.

The heavy metals that are most dangerous to human health are lead, cadmium, mercury and arsenic.

WHY ARE HEAVY METALS A HEALTH CONCERN?
Many heavy metals have been demonstrated to be harmful to humans. The metals lead, cadmium, mercury and arsenic pose some of the biggest risks to health. The effects of heavy metal exposure can include lowered IQ, neurological effects, cancer, headaches, extreme irritability, and kidney, lung and heart damage. The most likely routes of exposure are through food, drinking water, cigarette smoke, air pollution and the workplace.

HOW DO HEAVY METALS GET INTO MAKEUP? ARE COMPANIES USING THEM INTENTIONALLY?
For the most part, cosmetics companies are not intentionally using heavy metals as ingredients in their products. However, heavy metals are frequently found in makeup because they contaminate the colorants that companies use. Whether those colorants are natural ingredients that come from the earth (where heavy metals are present at random and may attach to the intentionally mined ingredients), or whether they are synthetic, heavy metal contamination seems to be common in a wide range of makeup products.

WHAT ARE THE LIMITS FOR HEAVY METALS IN SKIN CARE AND BEAUTY PRODUCTS?
The US FDA has issued some limits for metals as intentional colorants, but there are no limits for heavy metals as contaminants. Health Canada has issued limits for cosmetics sold in Canada (20 parts per million), and several other countries have, as well, though most are considered “guidance,” not law.

ARE OTHER COMPANIES TESTING FOR HEAVY METALS?
Cosmetic companies generally do not formulate their products to minimize heavy metal contamination, nor do they test for heavy metals or declare them on ingredient labels.

Beautycounter sent several color cosmetics from other brands that are currently on the market to a lab to be tested for heavy metals. All of the products we sent to the lab had some heavy metal contamination. The tests found that products run the gamut; For example, some luxury brands had no detectable lead and some natural brands had extremely high levels.

Suppliers of color ingredients sometimes offer formulators a certificate that assures that the colorant contains less than 10 parts per million (ppm) of lead or 10ppm heavy metals across the board. While a promise of 10ppm is better than no promise at all, Beautycounter does not feel that this number is low enough. Furthermore, this 10ppm minimum applies to just one colorant at a time, and one product typically uses multiple colorants. If your product includes ten colorants, this could add up to 100ppm!

HOW DO I KNOW IF THERE IS LEAD OR OTHER HEAVY METALS IN MY MAKEUP?
Laws do not require that heavy metal contaminants be...
listed on cosmetic ingredient labels because they are not intentional ingredients. Furthermore, levels are not necessarily consistent from batch to batch. Therefore, short of commissioning her own test on each individual product, a consumer has no way of knowing whether or not her cosmetic products are contaminated with heavy metals.

WHAT IS BEAUTYCOUNTER DOING TO LIMIT THE AMOUNT OF HEAVY METALS IN ITS PRODUCTS?

We send all of our color products to a third party testing facility during formulation while we’re tweaking the product formula, and again at the end of formulation when we approve the product. We then test every production batch of every color—every time we produce it! We test for 12 heavy metals: antimony, arsenic, barium, beryllium, cadmium, chromium, cobalt, copper, lead, mercury, nickel and selenium.

We always strive to achieve undetectable levels of heavy metals in our products. “Undetectable levels” range from 0.5 to 5 parts per million, depending on the metal. Sometimes, “undetectable” is not possible for every metal in every formula; for this reason, we have established very low allowable background levels for each metal.

HOW DO YOU DETERMINE WHAT IS AN ALLOWABLE BACKGROUND LEVEL OF HEAVY METALS?

Since the FDA has no limits for heavy metal contaminants in cosmetics, we created our allowable background levels based on:

• Health data showing effects of heavy metals
• Health Canada’s guidance on heavy metals in cosmetics
• FDA’s limit for lead in candy
• EPA’s drinking water standards
• Cosmetic product tests commissioned by the FDA, consumer health groups, and by Beautycounter. If those tests found, for example, that one metal was often at or below .5 parts per million, then we know that can be achieved in this industry, so we wouldn’t accept a higher level.

The allowable thresholds vary by metal, but in all cases are extremely low—far lower that Health Canada’s limits, or any limits that we’ve seen in the cosmetics industry. If a product exceeds our allowable levels, we either reformulate the product, or choose to not proceed with formulation.

ANOTHER COSMETICS COMPANY TOLD ME THAT THEY ARE IN COMPLIANCE WITH FDA REGULATIONS, OR THAT THEY ARE FREE OF HEAVY METALS. ARE THEY MAKING SAFER PRODUCTS THAN BEAUTYCOUNTER?

No. There is virtually no FDA regulation over this industry, and the FDA does not require that cosmetics companies test for or limit the amount of heavy metal contaminants in products.

Based on our research and on the results of several independent product tests that we commissioned, Beautycounter believes that no brand using mineral-based or synthetic colorants can in truth guarantee that they have “zero” heavy metals in every product they make. We also have not heard of any other company issuing a voluntary threshold for contamination.

HOW DO I KNOW THAT BEAUTYCOUNTER’S COLOR PRODUCTS ARE SAFE?

We are not saying that small amounts of heavy metals are “safe.” There is no “safe” level of lead, for instance. But since Beautycounter is extremely precautionary when it comes to screening all ingredients for safety and establishing our allowable background level of heavy metal contaminants, we believe that our color cosmetics are the safest ones out there.

The only way to be sure that you are not applying heavy metals to your skin is to refrain from using color cosmetics.
The only way to be sure that your color cosmetics have been tested and carefully evaluated for heavy metals therein is to use Beautycounter. We do not guarantee “zero heavy metals” and we believe that no brand using mineral-based or synthetic colorants can in truth guarantee that. But we can guarantee that we test and evaluate every product to make it as safe as possible.

I NEVER KNEW ABOUT THIS ISSUE BEFORE. SHOULD I BE CONCERNED FOR MY HEALTH?

Exposure to heavy metals in cosmetics is one piece of a larger environmental health puzzle. Exposures to heavy metals through air, food and water are greater concerns because the metals are directly ingested and inhaled, and because air, food and water (unlike color cosmetics) are not elective! Now that you know about this you can choose to make a more informed decision regarding your cosmetics use, and you can push other companies and government agencies to test for and disclose levels of heavy metals in your community and in your products.
WHAT IS SPECIAL ABOUT COLOR SHADE EYE DUOS, COLOR SWEEP BLUSH DUOS, AND COLOR CONTOUR MATTE BRONZERS?

Our challenge was to create color powders that could meet the color, payoff and application standards of Christy Coleman, Beautycounter’s Head of Creative Design and an accomplished celebrity and fashion makeup artist, while also maintaining our extremely high standards for safety. In developing these products we adhered not only to our usual restriction list of over 1500 ingredients; we also adhered to our own, industry-leading heavy metal contamination limits and testing protocols. These powders are unprecedented in their union of performance and safety.

WHY DON’T THE COMPACTS COME WITH APPLICATORS INSIDE?

Instead of adding disposable applicators (which can be lost or wasted, and cannot deliver the same level of application performance) we created a full set of high-quality, animal hair-free taklon brushes designed specifically for use with these powders.

The All Over Eye Brush and Crease Eye Brush are tailored to the size and orientation of the Color Shade Eye Duo. The taklon bristle tips were custom crimped to pick up the ideal amount of this formula.

The Angled Blush Brush is tailored to the size and orientation of the Color Sweep Blush Duo. The taklon bristle tips were custom crimped to pick up the ideal amount of the Color Sweep Blush Duo or Color Countour Matte Bronzer powder.

The Powder Brush can also be used with the Color Contour Matte Bronzer for an all over sunkissed look.

WHY DO THE BLUSH AND EYE DUOS HAVE TWO SHADES?

The Eye Duo shades were designed to be complementary; they can be used alone, or together for a complete look. The Blush Duo shades, with different levels of sheen, can be worn alone, layered, or blended together for added dimension.

The Eye Duos and Blush Duos are “tassello-pressed” adjacent to each other inside one pan in a custom diagonal formation. “Tassello” means “piece” or “part” in Italian; two separate parts, or shades, are pressed together into one seamless duo. This diagonal pressing allows for ergonomic
application – holding your brush in your right hand, you do not have to shift or to bend your wrist to rub the brush across one side of the pan in a diagonal motion.

HOW DO I CHOOSE MY SHADES?

The Color Shade Eye Duos were developed to be the timeless staples that every woman should own. They can all be used on any skin tone or complexion. All of the duos were carefully curated to blend and complement each other.

- Pearl is white with a hint of sheen. Champagne is light yellow gold with a hint of sheen. These colors are great on their own, and can also be used as inner eye or upper lid highlights in combination with other shades.
- Shell is soft pink with a hint of sheen. Malt is a soft, medium brown with a hint of sheen. These are timeless, everyday colors.
- Oyster is a nude peach. Amethyst is a warm purple, perfect for a soft pop of color.
- Fawn is a natural beige with a hint of sheen. Night is a soft charcoal black – use it for a sophisticated smoky eye.

The Color Sweep Blush Duos can all be used on any skin tone or complexion.

- Bloom is a cool pink with a hint of sheen. Tulip is a soft pink. Combine them for a romantic, feminine blush.
- Flamingo is a bright coral with a touch of sheen. Apricot is a soft coral. These shades create a lively flush, and are also great for dark skin.
- Tawny is a warm tan with a hint of peach. Whisper is a soft peach with a hint of pink. These shades work together to create a subtle, sun-kissed cheek.

The Color Contour Matte Bronzers come in just two shades, designed for the complete range of skin tones. These matte bronzers work not only for bronzing, but also for contouring.

- No. 01 is matte golden tan, for light and medium skin tones.
- No. 02 is matte terracotta brown, for medium and dark skin tones.

CAN THESE POWDERS BE USED WET?

We do not recommend using a wet brush or your fingers in your powders, as this could cause the powders to glaze.

WILL THE COLOR COSMETICS LINE BE EXPANDED TO INCLUDE PRODUCTS LIKE MASCARA?

Yes. We will continue to build out our product assortment over time. We are already working on mascara, cream blusher, and lip gloss for 2015.

WILL BEAUTYCOUNTER CHANGE THE COLOR PALLETE OF THE EYE SHADOWS ON A SEASONAL BASIS?

Yes. We have more Eye Duo shades planned for Spring and Fall 2015, as well as more Color Outline Eyeliner Pencil and Lip Sheer colors.

WHY DO YOU USE TITANIUM DIOXIDE IN THE POWDERS? IS IT SAFE?

Yes. Titanium dioxide is mixed with the iron oxide colorants to achieve the desired shades. Full size (that is, not nanoparticle size) titanium dioxide does not absorb into intact skin.

WHY IS TITANIUM DIOXIDE ON CALIFORNIA’S PROP 65 LIST?

Proposition 65 is California’s list of chemicals that may cause or be linked to cancer or reproductive harm. Studies based on animal data indicate that exposure to very large quantities of titanium dioxide in powder form, when the particles are unbound and smaller than 10 microns (which is about the size of a red blood cell), may be linked to increased cancer risk.

However, since titanium dioxide’s introduction to the marketplace in the 1920s, there have been no identified
There is no indication that exposure to small amounts of certified asbestos-free talc would present any health concern.

WHY DO YOU USE CARMINE?

Carmine is a red pigment derived from insects native to South America and Mexico. We use this natural colorant where it is needed to achieve a vibrant red, since some of the synthetic red colorants do not pass our ingredient screen. We understand that vegans will not be able to use the color cosmetics that employ carmine.

WHY DO YOU USE TALC IN THE POWDERS? IS IT SAFE?

Talc serves as one of the base ingredients in the powders and contributes to the high performance of the product. Years ago there was concern that talc, which is sourced from the mineral magnesium silicate, may be located near asbestos underground and therefore may be contaminated with asbestos fibers. Most talc manufacturers took steps to reduce or eliminate this concern starting in the 1970s. A 2010 US FDA survey of talc-containing products did not find asbestos, and our independent research has confirmed that this is no longer a concern. We have also obtained certificates of purity from our talc supplier which assures us that there is no detectable asbestos in the talc used in our eyeshadows, blushers or bronzers.

Some studies indicate that exposure to talcum powder through genital use of talc-based body powders may be linked to increased ovarian cancer or uterine cancer. While other data indicates that talc is generally safe as used, people might consider using caution with talc containing body powders, or use cornstarch powders instead.
**WHAT IS SPECIAL ABOUT BEAUTYCOUNTER’S LIP SHEERS?**

Unlike most lip color formulas, Lip Sheers are easy to use, non-sticky or waxy, won’t dry out your lips, and are free from toxic ingredients commonly found in lipsticks and cosmetic products.

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**IS LIP SHEER A LIPSTICK OR A LIP GLOSS? WHAT’S THE DIFFERENCE?**

Our Lip Sheer is more like a lipstick, without a lipstick feel. And unlike a lip gloss, our Lip Sheers don’t have a liquid consistency or leave behind super-glossy shine—just a subtle, radiant sheen. We tried to create a product that was easy-to-wear and timeless, with a moisturizing feel. It’s also long-lasting – these colors have real staying power!

As an added bonus: Our Lip Sheers are also suitable for the face. Translation: You can add a healthy flush of color to cheeks by dabbing on and blending in.

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**HOW MANY SHADES ARE THERE?**

We first launched our collection in 2013 with six universally-flattering shades designed to be timeless, evergreen colors: Petal, Twig, Coral, Rose, Currant, and Plum.

For Fall-Winter 2014 we are adding two new luxurious shades that are right on trend for the season: Nude, a true nude and the perfect complement to a smoky eye; and Raisin, a warm, brown berry.

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**HOW CAN I FIND THE BEST LIP SHEER COLOR FOR ME?**

Each Lip Sheer shade truly can be worn by everyone—we worked hard to pick the perfect hue within each color. While we always encourage women to go outside their comfort zone and have a little fun, if you’re feeling overwhelmed by a color you can always blot your lips to take the shade down a notch. (Remember: Lip Sheers are never meant to overwhelm your look, just enhance it.)

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**WHAT IS LIP SHINE? WHAT DOES IT DO FOR MY LIPS?**

We wanted to create a non-sticky gloss with extra shine designed to deliver light-reflecting luster to lips while conditioning them too. Our Lip Shine can be worn every day, alone or layered over your favorite Lip Sheer for added dimension. Plus, it’s scented with vanilla planifolia so it feels sophisticated (and never too sweet).

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**DO I APPLY THE LIP SHINE BEFORE OR AFTER THE LIP SHEER?**

If wearing alone, apply directly to bare lips. To add dimension on top of Lip Sheers (or your favorite lip color formula), apply Lip Shine to the bottom lip only, then press your lips together to blend—this adds just the right amount of radiance to lips. Be sure to clean the Lip Shine applicator after use with other lip formulas.

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**WHAT IS A LIP CONDITIONER?**

A lip conditioner is just like a lip balm — it repairs dry, chapped lips and keeps lips moist, smooth, and supple. You use it any time your lips need extra moisture. Keep it with you and apply as needed, particularly when your lips are vulnerable to the elements or dry and chapped. We like to use this right before bedtime, too.

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**WHAT IS THE DIFFERENCE BETWEEN THE CALENDULA AND PEPPERMINT LIP CONDITIONERS?**

Both Lip Conditioners is formulated with ingredients like avocado oil, shea butter, meadowfoam seed oil, and
jojoba seed oil, which have intrinsically moisturizing and regenerative properties. The Peppermint version gets its cooling, refreshing flavor from peppermint oil and rosemary leaf oil, and leaves lips feeling refreshed and invigorated. The Calendula version gets its subtle flavor from calendula and chamomile oils, and is great for soothing chapped, dry or irritated lips.

**CAN I USE THE LIP CONDITIONER WITH LIP SHEERS OR LIP SHINE?**

In short: Yes! Our Lip Sheers are formulated to be moisturizing and easy to apply even without conditioner underneath, but if your lips are particularly dry, or if you want a little extra volume, the Lip Conditioner layers well under the Lip Sheers or the Lip Shine.

**WHAT IS LANOLIN?**

Beautycounter’s Lip Conditioners contain lanolin, a natural wax derived from sheep’s wool. Lanolin is boiled out of wool that has already been sheared, therefore no sheep are harmed in the production of lanolin. Our product formulators felt that lanolin was the safest ingredient available that would impart the rich hydration and the slip that we were looking for in the Lip Conditioner. Lanolin also has anti-bacterial properties and is a natural water repellent. We use high quality lanolin from sheep in Australia and New Zealand. It has been filtered and contains no unsafe biological material.

At Beautycounter, we’re all about full ingredient disclosure. Vegans, people with allergies, or customers with other preferences/concerns can choose to avoid certain products with ingredients that are not right for them.

**WHY ARE BEAUTYCOUNTER LIP PRODUCTS SAFER THAN OTHER PRODUCTS ON THE MARKET?**

Other toxic ingredients common in some lip products include:

- **Heavy metals**: Heavy metals are contaminants that tag along with cosmetic colorants, and do not have to be declared on product labels. The FDA and the Campaign for Safe Cosmetics have both conducted tests demonstrating significant amounts of lead in some popular lipsticks. In order to ensure that our Lip Sheers do not contain dangerous heavy metals, we conduct testing on every one of our shades before approval and on every production batch. (For more on heavy metals, see Heavy Metals FAQ.)

- **BHA (butylated hydroxyanisole)**: a preservative and stabilizer that is likely a carcinogen and an endocrine disruptor.

- **Parabens**: preservatives that are linked to hormone disruption.

- **Undisclosed “fragrances”**: A much-used moniker that may contain dozens of toxic ingredients—including phthalates and synthetic musks—which are linked to reproductive and hormone disruption.