We’ve created a list of go-to facts and statistics that you can use in your presentations at Socials, in newsletters to your team, and anytime you need accurate information to bolster your Beautycounter story. Each fact has a citation in the footnote so you can learn more and share the source with others who want it.

This is the fully vetted list; no other “facts” are approved for use, so please only use this material. Please do not use this document as marketing material—it is a resource for you to pull from but is not meant to be distributed or read from as is, since it needs context.

If you come across other information that you feel is relevant but not covered here, and you think that the source is reputable (e.g., The New York Times, a medical publication, or an official report), please submit it to info@beautycounter, and we will consider adding it to this document.

Thank you for ensuring that the information we share is both on brand and accurate.

Last update: April 2, 2015

CHEMICALS/SAFETY/FDA

• The US has not passed a federal law regulating the cosmetic industry since 1938.12
• The Food and Drug Administration does not require that cosmetics ingredients or products be approved before they go on the market, and FDA has no power to recall a product from the market.3
• The European Union has banned nearly 1400 ingredients from cosmetics.4
• The US has banned or restricted 11 ingredients from cosmetics.5
• More than 85,000 chemicals are registered for use in commerce6, and about 10,500 are used in the cosmetics industry.7

PRODUCT USAGE:

• Women use an average of 12 personal care products containing 168 ingredients daily.8
• Men use about 6 personal care products containing 85 unique ingredients daily.9
• Teenage girls use an average of 17 personal care products a day.10
• 16 potentially toxic cosmetics chemicals (including phthalates, triclosan, parabens, and musks) were found in the bodies of 20 teenage girls.11

HEALTH

• Scientific studies over the past 40 years have fueled the consensus that exposure to toxic chemicals plays a role in the incidence and prevalence of many diseases and disorders in the US.12

2 Note: There have been a few small updates to the Federal Food, Drug and Cosmetics Act over the years, but there has not been a major reform of the law since it passed in 1938. The law needs to be overhauled in order to protect public health.
3 http://www.fda.gov/Cosmetics/ResourcesForYou/Consumers/ucm135709.htm
5 http://www.fda.gov/Cosmetics/GuidanceRegulation/LawsRegulations/ucm127406.htm FDA prohibited 8: Bithionol, Chlorofluorocarbon propellants, Chloroform, Halogenated salicylanilides (di-, tri-, metabromsalan and tetrachlorosalicylanilide), Methylene chloride, Vinyl chloride, Zirconium-containing complexes, Prohibited cattle materials (including material from non-ambulatory cattle, material from cattle not inspected and passed and mechanically separated beef); Restricted 3: Hexachlorophene, Mercury compounds, Sunscreens.
6 http://www.nytimes.com/2013/04/14/sunday-review/think-those-chemicals-have-been-tested.html?_r=0
7 http://www.ewg.org/skindeep/top-tips-for-safer-products/
8 http://www.ewg.org/skindeep/2011/04/12/why-this-matters/
9 http://www.ewg.org/skindeep/top-tips-for-safer-products/
10 http://www.ewg.org/skindeep/top-tips-for-safer-products/
11 http://www.ewg.org/skindeep/top-tips-for-safer-products/
• Children are far more vulnerable to the effects of toxic chemicals than adults.13

CANCER
• In the US, 1 in 3 women and 1 in 2 men will develop cancer in their lifetime.14
• Today, 1 in 8 women will be diagnosed with breast cancer, up from 1 in 20 forty years ago.15
• Approximately 90% of women who are diagnosed with breast cancer do not have the BRACA gene (or cancer susceptibility genes).16
• Childhood cancers have increased 20% since 1975.17

LEARNING AND DEVELOPMENTAL DISABILITIES:
• Autism,18 ADHD19, asthma20 and allergies21 (called the 4As) are all on the rise in the US.
• Learning and developmental disabilities affect more than 1 in 6 children in the US.22
• Though risk factors are complicated and not fully understood, the National Academy of Sciences has determined that environmental factors contribute to 28% of developmental disorders in children.23

REPRODUCTIVE FERTILITY ISSUES
• Difficulty in conceiving and maintaining a pregnancy affected 40% more women in 2002 than in 1982.24
• From 1982 to 1992, reproductive difficulty almost doubled in women ages 18-25.25
• More than 200 synthetic chemicals, many known to be toxic, can be found in nearly all Americans, including newborns who are exposed to chemicals in utero.
• Today, girls are entering puberty earlier than a generation ago—in part due to exposures to endocrine disruptors (substances that can alter the body’s hormonal responses).26
• Early puberty puts girls are a higher risk for breast cancer later in life.27

13 http://deainfo.nci.nih.gov/advisory/pcp/annualReports/pcp08-09rpt/PCP_Report_08-09_508.pdf
15 http://www.cancer.gov/cancertopics/factsheet/detection/probability
16 http://deainfo.nci.nih.gov/advisory/pcp/annualReports/pcp08-09rpt/PCP_Report_08-09_508.pdf
19 CDC: http://www.cdc.gov/ncbddd/adhd/data.html
22 http://pediatrics.aappublications.org/content/early/2011/05/19/peds.2010-2989.abstract;