



## 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 methylchlorisothiazolinone • 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 • Triclosan and Triclocarban