

COUNTER INTELLIGENCE

Ingredient Selection Process: Fact Sheet

Making safer products starts with safer ingredients. Our five-step Ingredient Selection Process truly sets Beautycounter apart.

Step 1: Ban Intentionally

The Never List: 1,500 questionable or harmful ingredients we do not use, no matter what (including nearly 1,400 cosmetic ingredients banned in the European Union).

Step 2: Screen Rigorously

Using the best available data, we screen every potential ingredient, considering it both individually and within a mixture of chemicals, as it would be in a final product. After all, if a company removes one toxic chemical and replaces it with another, nothing has been done to actually protect our health.

Step 3: Learn Constantly

We regularly review emerging data on ingredients and even commission our own studies. The absence of data does not mean that a chemical is safe.

Step 4: Source Responsibly

- Choose the best available ingredient options.
 - Work to source ingredients from non-GMO, sustainable sources, many of which are organic. Over 80% of our ingredients are natural or plant-derived.
- Ask for certificates of purity, and test for heavy metal contamination.
- Work to manufacture all products in the U.S.
- Do not test products or ingredients on animals.

Step 5: Share Transparently

Every ingredient we use is shared on our product packaging, online, and in EWG's Skin Deep database. We share the source of all ingredients.