

## Ingredients and Safety At-A-Glance Busting a Few Beauty Myths

MARY KAY

When it comes to cosmetic ingredients and safety, you can't believe everything you read these days. Chances are you've probably seen a "beauty-gone-bad" story about the evils of lipstick or mineral oil on television, the internet, or in magazines. So how can you separate truth from fiction, and feel good about looking good? Here are a few facts to set the record straight, and to help you feel great about the Mary Kay® products you use and purchase.

### **Myth: Lead in lipstick can be the kiss of death!**

**Fact:** Lead is a naturally occurring material and there are small amounts of lead in the air we breathe and in the water we drink every day; these naturally occurring levels cause us no harm. It's a fact that lipsticks, along with many consumer products, naturally contain very small trace amounts of lead, but the experts agree that the amounts are insignificant and absolutely safe. The levels are well below the daily safe limits established by the U.S. Food and Drug Administration and the Environmental Protection Agency.

### **Myth: TALC is a bad word!**

**Fact:** Talc has been getting a lot of bad press lately because of the recent popularity of mineral-based powders. Talc used in cosmetics is a specially-refined grade and has a proven scientific record. While it's true that this natural ingredient can be used for non-cosmetic purposes, rest assured that the grade of talc used in cosmetics is perfectly safe for consumers.

### **Myth: If it says natural or organic, it's BETTER (naturally!).**

**Fact:** Organic, natural, and botanical are buzzwords in the beauty industry right now. Sometimes the benefits associated with these products and ingredients are greatly exaggerated. There is no scientific data that supports the blanket statement that natural, organic, or botanical ingredients are always better. At Mary Kay, our goal is to develop the safest and most effective products possible, including organic, natural, or botanical ingredients when they provide a benefit. In fact, most Mary Kay® color and skin care products contain a number of key natural and botanical ingredients that research has proven to be effective.

### **Myth: Why do some people claim that paraben-free cosmetics are better?**

**Fact:** First of all, the word parabens just sounds scary, doesn't it? The fact is, a world without parabens would be very scary indeed! Parabens are used extensively in cosmetics, foods, and even medicines because they function as preservatives and protect products from microbiological contamination. Paraben safety has been studied extensively by various governmental regulatory agencies around the world, and none of those agencies has found any scientific data that support the rumors that parabens are harmful to human health.

**Myth: Mineral oil clogs pores and is bad for your skin.**

**Fact:** Cosmetic grade mineral oil is extremely safe as proven by science. Mary Kay sells cosmetic products in 35 markets around the world and cosmetic grade mineral oil is considered safe by ALL the governmental regulatory agencies in all those markets. For example, baby oil is almost 100 percent mineral oil, and you can't get any safer than that! You also may have heard that mineral oil clogs the pores or suffocates the skin. All of the Mary Kay® products that include mineral oil have been proven to be non-comedogenic, and that means they won't clog pores.

**Here are a few good sources of truth you can trust regarding ingredients and safety in cosmetics:**

[www.cosmeticsinfo.org](http://www.cosmeticsinfo.org)

[www.marykay.com](http://www.marykay.com)

**The Mary Kay Product Promise**

When it comes to product quality, safety and performance, Mary Kay® is committed to delivering the absolute best in beauty. Every product decision we make is based on scientific fact – not opinion. Each year we spend millions of dollars on extensive lab testing to ensure against skin irritancy and allergy. And as a matter of principle, Mary Kay goes beyond what is required by law. Because when it comes to product safety, we leave nothing to chance. To read more about the Mary Kay® Product Promise, check out the Product Research and Development site on [www.marykay.com](http://www.marykay.com).