

What's the Dirty 30?

Our skin absorbs up to 60% of what it comes in contact with, allowing harmful chemicals to more freely move past the outside layer of the skin. These chemicals can then circulate throughout our bodies damaging our skin and putting us at risk for developing serious health concerns. The Dirty 30 list is just the tip of the iceberg; these are the most toxic of the chemicals presently being used in the skin care and cosmetics industry.

- Acetone: active ingredient in nail polish remover
- Artificial colors (synthetic): labeled FD&C or D&C with a color and then number
- Benzalkonium chloride: a preservative
- Benzene: used in aftershave and is an additive in skin care products
- Benzoyl peroxide: used to treat acne
- Coal tar: primarily in products used to treat psoriasis and dandruff
- Diethanolamine (DEA), Triethanolamine (TEA), Monoethanolamine (MEA): used as emulsifiers and foaming agents
- Ethylenediamine: used in moisturizers, sunscreens, and deodorant
- Ethylenediaminetetraacetic acid (EDTA): a common preservative
- Formaldehyde: created when other synthetic ingredients are used including quaternium-15, DMDM, and ureas
- Fragrances (synthetic): made up of thousands of different chemicals to create one compound
- Isopropyl alcohol: most dangerous in skin care cleansers
- Lanolin: only the pure form should be used
- Mineral oil: derived from petroleum

- Monoethanolamine (MEA): adjusts skin pH
- Nitrosamines: toxic impurities formed when chemicals such as DEA and TEA are used in cosmetics and skin care products
- Octyl dimethyl PABA (also known as padimate-0 or p-aminobenzoic acid): often used in sunscreens
- Parabens (methyl-, propyl, butyl-, and ethyl-): most common preservatives used in skin care
- Petrolatum (petroleum jelly): suffocates the skin
- Phenylenediamine (PPD): used in hair dyes
- Phthalates: simply labeled as “fragrances” or used in nail polish, hair spray, and perfumes
- Polyethylene glycol (PEG): a chemical used to make things thicker or stickier
- Propylene glycol (PG): commonly found in moisturizers
- Quaternium 15: a preservative that also creates toxic by-products such as formaldehyde
- Sodium lauryl (laureth) sulfate: often disguised in “natural” products as a coconut derivative, extracted using harmful petroleum solvents
- Sodium cyanide: toxin used create EDTA
- Stearalkonium chloride: often used in hair conditioners and creams
- Talc/talcum powder: proven to cause respiratory problems
- Triclosan: often used in antibacterial cleansers and toothpaste
- Ureas (imidazolidinyl, diazolidinyl, and/or DMDM): most commonly used preservatives after parabens