



# Why go Natural?

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**car·cin·o·gen** (kär-sī'n'ə-jən, kär'sə-nə-jən) *n.* A cancer-causing substance or agent.

## Did you know?

Companies selling personal care products hide controversial or dangerous ingredients under the label of "trade secrets". Because of intense competition in the industry, if a company believes it uses an ingredient that is relatively new to the industry, or that it makes their product unique, it can petition the FDA (in Canada the HPB – Health Protection Branch) to prevent disclosure of that ingredient by granting trade secret status. This spells delight for the company and disaster for you!

Women will consume more than twice their body weight in toxins in a lifetime, while men will consume only half. The source of these toxins can be from air pollution, or even the food we eat. Some scientists and experts believe that the larger amount of toxins ingested by women may be directly attributed to the chemicals found in cosmetics and household cleaning products.

Ingredient labeling is imperative! Up to 60 percent of what goes onto our skin is absorbed into the bloodstream. Would you be willing to put an unknown substance into your blood?

Current labeling requirements do not require a listing of ingredients that may pose serious health threats.

You will be warned of carbs and cholesterol but not cancer.



One fourth of the medicines available today owe their existence to plants. Seventy percent of the plants identified by the National Cancer Institute as useful in cancer treatment are found only in the rainforest. Scientists estimate that there are at least 30,000 as yet undiscovered plants, most of which are rainforest species. Fewer than 1% of forest species have been thoroughly examined for their chemical compounds.

## It's a fact!

More than one-third of us will develop cancer in our lifetime, and one-fourth will die from the disease. Some believe that this may be linked to the \$30 billion spent on cosmetics and body care products annually which, according to the Journal of the American Medical Association, contain more than 5000 different chemicals and ingredients.

## What are you putting on your skin?

DEA (diethanolamine) and cocamide-DEA produce liver and kidney cancer in mice. DEA-based detergents are in high concentrations in shampoos, conditioners, lotions, creams and bubble baths, liquid dishwashing and laundry soaps.

Lifelong use of these products thus clearly poses avoidable cancer risks to the great majority of U.S. consumers, particularly infants and young children.

*-Dr. Samuel Epstein, M.D.  
Cancer Prevention Coalition*

## Your skin is more of a carrier than a barrier.

Exposures to potential carcinogens in cosmetics and personal care products present special risks due to their application to large areas of the skin, and the frequent presence of sodium lauryl sulfate, which facilitates absorption.

SLS can damage the immune system; causing separation of skin layers and inflammation of skin.

*-Journal of the American College of Toxicology; Vol. 2, No. 7, 1983*

Rainforest Organics lists all ingredients contained in its products. We are proud of the ingredients we use and we have nothing to hide!

