

## **Take the Toxic Ten Challenge**

*Article researched and written by Jodie Davies*

Are you unknowingly putting potentially harmful ingredients on your children? Do you know that labelling regulations in Australia **allow** chemicals to be in your personal care products that have been banned in other countries?

Dangerous chemicals contaminate our polluted world, yet we often turn a blind eye to the potential dangers from chemicals in our everyday lives, even though they can be avoided. This is especially true of the products in our bathrooms and in our homes – personal care products and common household cleaning products.

Why do we do this? Most people believe that if it's sold in shops it must be safe, but we now know that this simply isn't true! People also buy on price alone, however we are not investing in our health when we buy the cheap products from discount stores or traditional supermarkets and we know that there are virtually NO products in any of these stores that are not filled with health compromising chemicals. Is it really worth the risk just to buy on price alone? We don't think so because in the long term, it is going to cost you a whole lot more.



*“Dangerous chemicals contaminate our polluted world, yet we often turn a blind eye to the potential dangers from chemicals in our everyday lives, even though they can be avoided. This is especially true of the products in our bathrooms and in our homes – personal care products and common household cleaning products.”*

People ask us “Why should we be worried about potentially harmful ingredients in our homes?”

We answer with the facts and there is growing research and evidence now to support the simple changes to safety-conscious products that we advocate.

***“Medical doctors and scientists have studied, analysed, evaluated and concluded that there is a definitive connection between our health and the use of everyday common household cleaning chemicals”<sup>1</sup>***



Any substance you put on your skin, will enter your bloodstream just as surely as if you had swallowed it. Once these chemicals enter your bloodstream, they are perceived by your immune system, as foreign and not recognizable, and they are perceived by your liver as toxins. When your immune system and liver are dealing with toxic chemical overload they aren't available to do the jobs they were intended to do. That's why people who insist on putting toxic chemicals into their bodies suffer from frequent bacterial and viral infections, other mysterious maladies, and even cancer.<sup>2</sup>

Only a very small percentage of people will have an immediate reaction to a product because they are chemically sensitive. The remaining 85% of the population would have no idea that maybe it is the toxins in the bathroom that are the reason behind some of their mysterious symptoms of ill health. The adverse effects of toxins are compounded over decades, confusing hormone receptors and slowly altering cell structure. Headaches, urinary tract infections, nausea, vomiting and rashes are all possible and likely reactions to chemicals, but most people are not aware of their effects until they have manifested as a serious disease such as cancer. By then it is much more serious and requires a whole barrage of strategies to get back to good health, not to mention the costs involved with being seriously unwell.

***That is why we promote awareness and elimination of these dangerous chemicals in our homes. It is absolutely essential for our health and wellbeing! Prevention is so much better than cure!***

There are over 700,000 chemicals used in the marketplace today and less than 700 have been checked for their effect on human health! According to world-renowned toxicologist and author, Dr Samuel Epstein M.D., it is this unknowing exposure to mainstream carcinogenic petrochemicals, such as in cosmetics and toiletries, which is largely responsible for the escalating incidences of cancer over recent decades. The good news is that this exposure is also totally avoidable!

We encourage you to take the Toxic Ten Challenge! Check your products right now for these common ten ingredients and remember that this is just ten, of the many thousands of potentially harmful ingredients that can be found in the home.

1. Sodium Lauryl Sulfate (SLS)/Sodium Laureth Sulfate (SLES) – Used in engine degreasers, garage floor cleaners and also used in foaming personal care products such as shampoo, toothpaste, shower gels, etc.
2. Propylene Glycol – Long term exposure may cause liver abnormalities. Used in industrial anti-freeze, brake fluid and also used in bubblebath, baby wipes, toothpaste and found in some foods as E1520.

3. Triclosan – Identified as an endocrine disrupter and related to the rise of bacterial infection it is commonly used in anti-bacterial and anti-microbial handwashes, acne lotions, and more recently has been added to some toothpastes.
4. Talc – Linked to ovarian cancer and urinary tract disorders as well as respiratory distress in infants. Used in make-up (including some mineral make-up ranges) and baby products.
5. Formaldehyde – Is a hidden carcinogen. Used as a preservative and found in mascara, nail polish, shampoo, anti-aging creams, bubble bath, toothpaste, mouthwash, etc.
6. Aluminum – Links to Alzheimer’s disease and breast cancer. Commonly found in anti-perspirants.
7. Diethanolamine (DEA) – Dr. Samuel Epstein, Professor of Environmental Health has reported that repeated applications of DEA-based detergents result in a major increase in liver and kidney cancers. This risk is significantly increased for children. Found in shampoo, liquid soap, baby products, bubble bath and cosmetics.
8. Phthalates – Are industrial plasticizers widely used in personal care products to moisturise and soften skin, to dissolve and coalesce ingredients and to impart flexibility to nail polish after it dries. Phthalates (pronounced ‘thay-lates’) are also found in wide array of plastic containers. Linked to reproductive abnormalities and prostate cancer. It can be difficult to find a totally phthalate free product range that covers ingredients and the packaging it comes in, but we have found one!
9. Toluene – A solvent in spray cans, hair spray, hair gel, nail products and perfumes. Smokers are exposed to small amounts of toluene from cigarette smoke. Toluene can cause headaches, confusion, memory loss, tiredness, nausea and loss of appetite.
10. Triethanolamine (TEA) – Found in hand & body lotions, shaving creams, shampoo, conditioners, cosmetics, etc., it has been linked to cancer and is a skin/eye irritant and may cause allergic reactions.

This article is about moving people into action. The decisions that you make are really important and it’s in your hands. If you are searching for safety-conscious products free of the ‘toxic ten’, plus many more potentially harmful ingredients, please contact Jodie for more





information and recommendations on how you too can create a healthy home!

**References:**

<sup>1</sup> “Neighbourhood Networks” 2002 Environmental Resource Directory for Home and Business

<sup>2</sup> “Chemical Dangers” Natural News

Epstein, Samuel S. MD. “Unreasonable Risk: How to Avoid Toxic Ingredients in Cosmetics and Personal Care Products”, Environmental Toxicology, Chicago, 2002

Smith, Rick and Lourie, Bruce “Slow Death by Rubber Duck”

Cancer Prevention Coalition -

[http://www.preventcancer.com/consumers/cosmetics/cosmetics\\_personal\\_care.htm](http://www.preventcancer.com/consumers/cosmetics/cosmetics_personal_care.htm)