

FAQs: The Never List™ Updated to 1,800

WHY DID THE NUMBER OF INGREDIENTS INCREASE?

At Beautycounter, we are dedicated to continual improvement—and that means assessing the best scientific literature to screen ingredients for safety. As part of that process, we learn more about ingredients, and our internal scientists have identified approximately 300 more ingredients we decided to include on The Never List.

HOW DO YOU DETERMINE INGREDIENTS TO ADD TO THE NEVER LIST?

Our in-house team of scientists reviewed and screened each ingredient for safety against our strict standards. They measured these ingredients against 23 different human health and environmental endpoints. We never assume that a lack of data means that an ingredient is safe to use, and we lean on this precautionary principle (better safe than sorry) when making important formula decisions.

ARE THERE ANY NEWLY PROHIBITED INGREDIENTS TO CALL OUT?

Through our research partnership with Tufts University, we added clove essential oil to our prohibited list due to suspected endocrine disruption. Clary Salvia officinalis essential oil was also added to The Never List because of suspected carcinogenic, mutagenic, and reprotoxic (CMR) components. (Don't confuse this class of clary oil with Clary Salvia sclarea, which is approved to use in our formulas.) We have also approved about 40 new raw materials used in fragrance and other product applications since the previous year.

WILL WE ADD MORE INGREDIENTS TO THE NEVER LIST?

Yes, we will continue to screen more ingredients for safety, and if they do not meet our strict safety standards, we will add them to The Never List. It's important to note, however, that we do not add ingredients casually in an effort to inflate the number of banned ingredients. We only add relevant ingredients that would actually be used in beauty products to the list.

WHAT SETS BEAUTYCOUNTER'S NEVER LIST APART FROM COMPETITORS?

We go to great lengths to ensure the safety of our products. Our five-step Ingredient Selection Process is unparalleled and continues to be best in class in the beauty industry (as confirmed by third parties like the Chemical Footprint Project).

It's important to note that many companies stop and start at their version of The Never List, but for Beautycounter, it's just the beginning of our safety journey. We go on to have leaders at Tufts University screen questionable ingredients for potential hormone disruption. We test raw materials for common Never List contaminants, including heavy metals in color cosmetics, and raw materials for parabens, phthalates, and formaldehyde which can tag along through the storage of ingredients and manufacturing. After looking to institutions and other academic resources, if we still do not have enough information about an ingredient, we won't use it in our products.