

# THE NEVER LIST™

When creating our products, we prohibit the use of **2,800+** ingredients including:

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Benzalkonium chloride • BHA and BHT • Coal tar • Ethylenediaminetetraacetic acid (EDTA) • Ethanolamines (MEA, DEA, TEA) • Formaldehyde • Hydroquinone • Methylisothiazolinone and Methylchlorisothiazolinone • Oxybenzone • Parabens (methyl-, ethyl-, propyl-, butyl-, and others) • Phthalates • Polyethylene glycol (PEG) compounds • Sodium lauryl sulfate (SLS) and Sodium laureth sulfate (SLES) • Synthetic flavor and fragrance • Toluene • Triclosan and Triclocarban