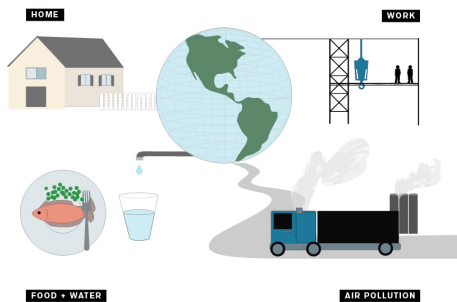


## WHAT ARE THE GREATEST ROUTES OF EXPOSURE TO HEAVY METALS?

A "heavy metal" is a metal that may negatively affect human health. Heavy metals are found naturally in the earth but become more concentrated with human activities like mining and manufacturing. Common routes of exposure include air pollution, water, food, cigarettes, work, school and the home.



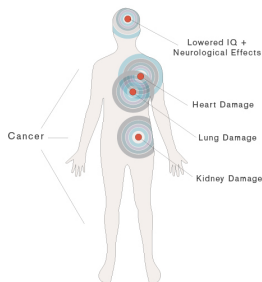
## THE MOST DANGEROUS HEAVY METALS



We often have zero or "no detect" levels and we have set our allowable limits at or below the strictest international guidance on acceptable trace levels of heavy metal impurities in cosmetics.  
(Health Canada, effective 7/20/2012).

## POSSIBLE EFFECTS OF HEAVY METALS

HEAVY METALS MAY BUILD UP IN OUR BODIES OVER TIME.



## WHY ARE HEAVY METALS IN COSMETICS?

HEAVY METALS PRIMARILY CONTAMINATE INGREDIENTS THAT ARE USED TO COLOR COSMETICS.

WE TESTED SEVERAL BRANDS AND MULTIPLE PRODUCTS TO SEE IF HEAVY METALS WERE PRESENT.



We found a range of heavy metals in the products we tested, which included both traditional and natural brands.

FOR EXAMPLE:  
 PRODUCTS' LEAD LEVELS RANGED FROM NO DETECT (ND) - 240 PARTS PER MILLION (PPM), WHICH IS EXTREMELY HIGH.

PPM / part per million—which is like one car in a line of bumper-to-bumper traffic from Cleveland to San Francisco.

## WHAT DOES BEAUTYCOUNTER CONSIDER TO BE "ALLOWABLE LEVELS?"

Because heavy metals are ubiquitous, it is impossible to avoid them altogether in color cosmetics. For this reason, we have set extremely low "allowable levels."