



Making ingredients hard to find and read has nothing to do with the size of the product.

We beleive it's blatantly intentional.

The beauty industry doesn't seem to want you to know what's in their products.



out per uso esterno. Evitare il conta la conta l Tenere Iontano dalla portata dei bai Nur zur äußerlichen Anwendung. Konta vermeiden. Für Kinder unzugänglich Только для наружного применени попадания в глаза. Беречь от дете

Ingredients: Water/Aqua/Eau, Propanediol, Isoprop Butyrospermum Parkii (Shea) Butter, Dimethicone, Sor (Parfum), Stearic Acid, Glyceryl Stearate, PEG-100 Steara Oil, Helianthus Annuus (Sunflower) Seed Oil, Caffeine, Aloe Barbadensis Leaf Juice, Althaea Officinalis Root Ext Extract, Symphytum Officinale Leaf Extract, Citric Ac (Matricaria) Flower Extract, Cucumis Sativus (Cucumber Digitata Extract, Alaria Esculenta Extract, Phenoxyethan Benzoate, Nylon-12, Polysorbate 40, Carbomer, Aminomethy Propanol, Tocophery Acetate, Disodium EDTA, Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde, Methylisothiazolinone, Hexyl Cinnamal, Alpha-Isomethyl longe, Butyleneny Methylpropional, Coumarin, Yellow 5 (Cl 19140), Ascorbic Acid, Retiny Palmitate, Dipalmitoyl Hydroxyproline, Butylene Glycol, Yellow 6 15985), Tocopherol, Sodium Lactate, Polysorbate

Ingredients mit den Augen

Some are impossible to read.

Do you think that's on purpose?

e. Cannabis Sativa Seed

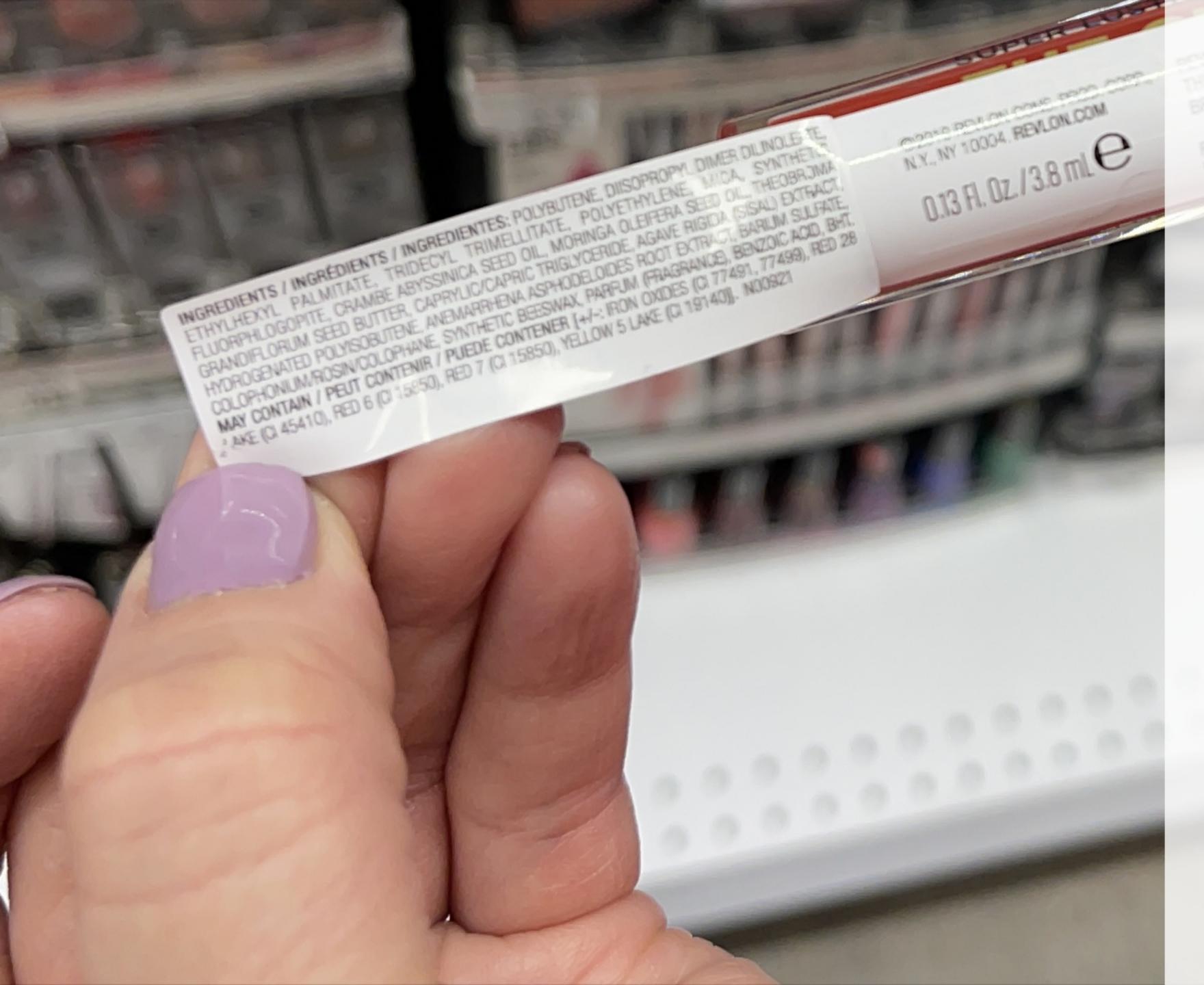
act, Panax Ginseng Root

d. Chamomilla Recutita

ol, Cetyl Alcohol, Benzyl

 ∞

We do.



Primary Display Panel

All cosmetics and beauty products must have a PDP, which means a panel where required information is clearly displayed.

The FDA states"
"The label must be large enough to provide sufficient space for prominent display of the required information."

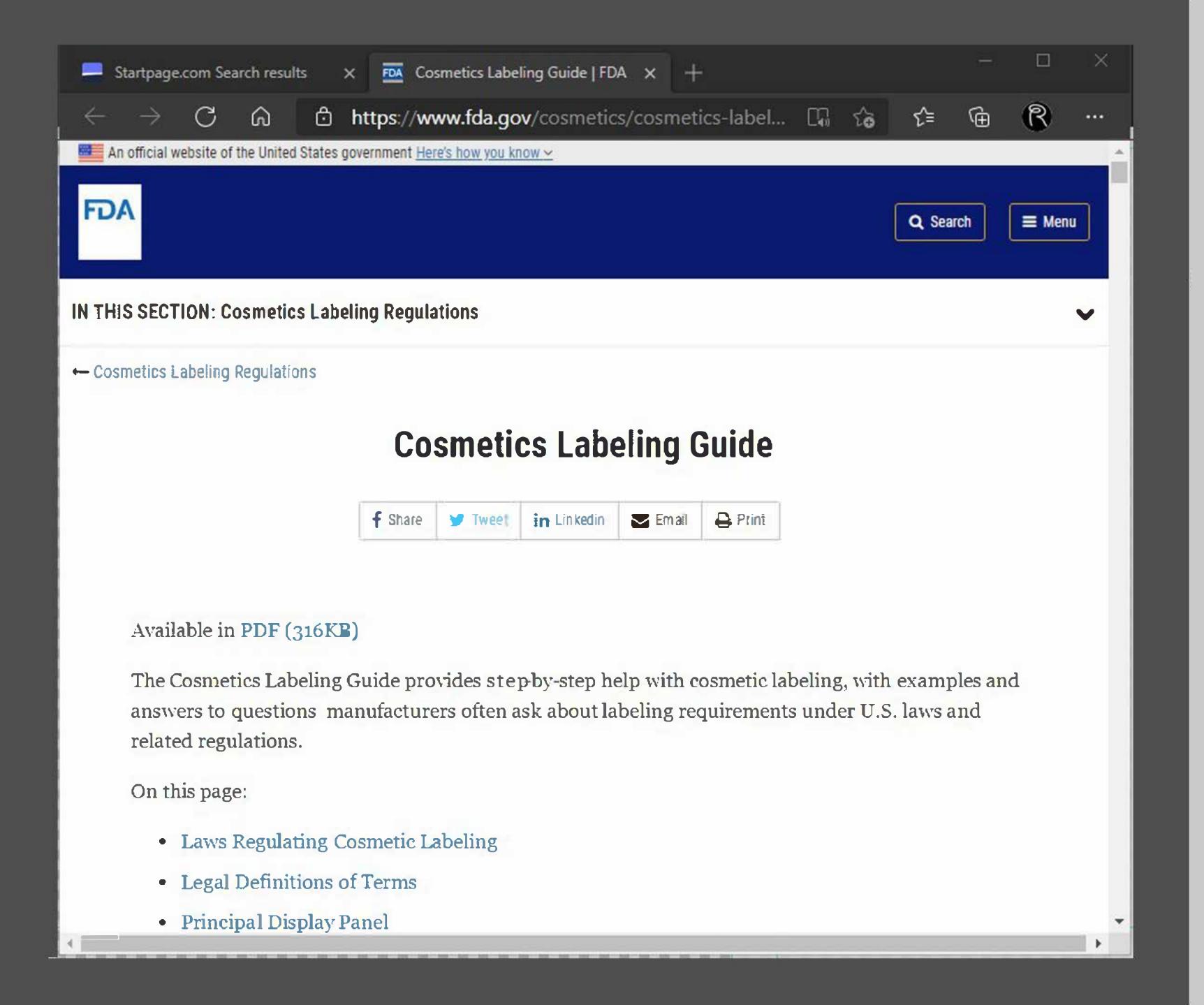


Primary Display Panel

In this example, lots of extra space to make ingredients larger.

That space is unused.

1/16" type, though!



Ingredients

They can make... or break... your skin.

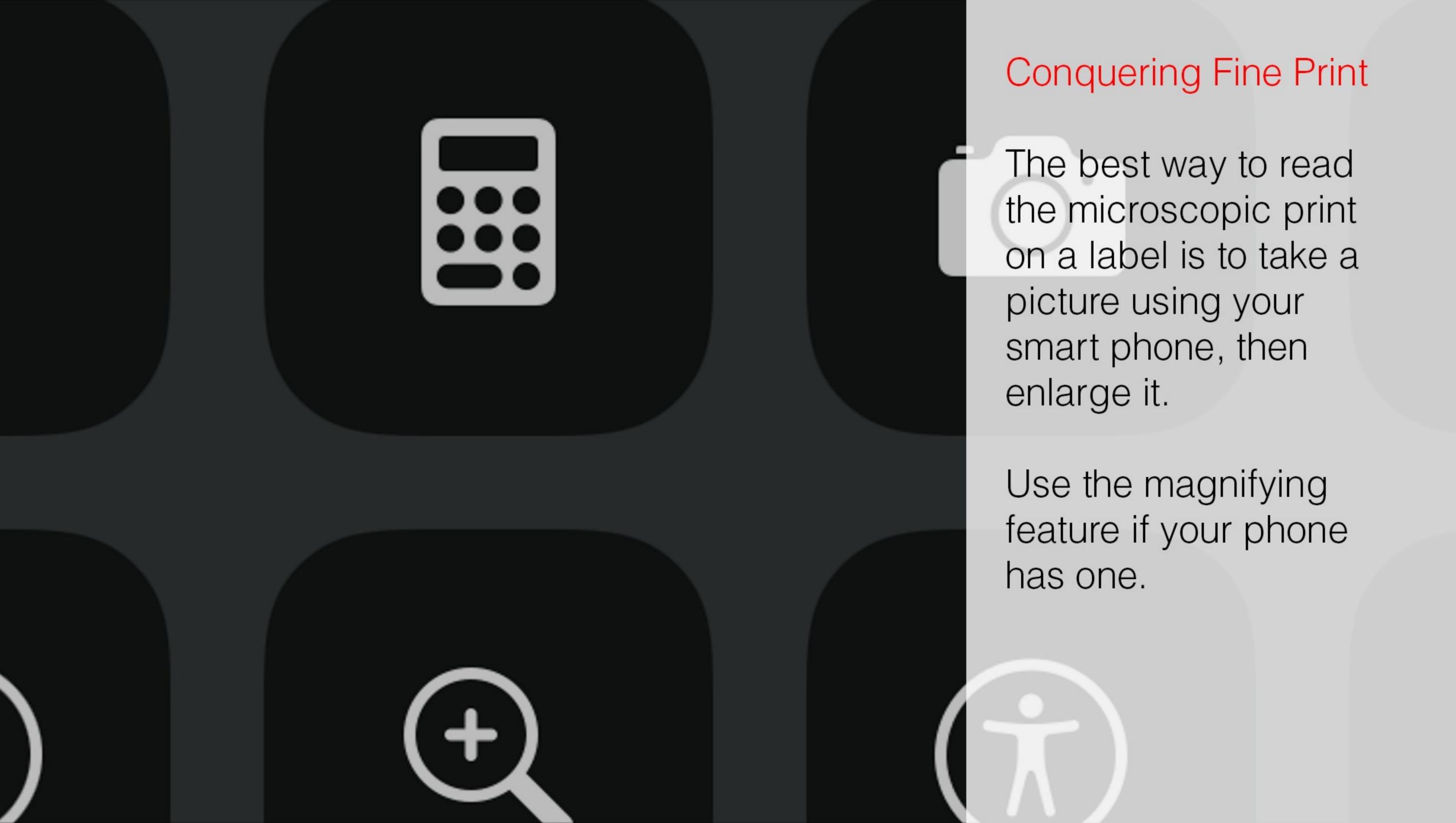
The FDA has strict rules on how they must appear. You can find the requirements at:

https://www.fda.gov/cosmetics/cosmetics-labeling-regulations/cosmetics-labeling-guide

Our PDF links to this.

Okay.

Let's try to read one label from a popular product.



The best way to read the microscopic print on a label is to take a picture using your smart phone, then enlarge it.

Use the magnifying feature if your phone has one.



Where are the ingredients? They aren't all on the visible display panel.

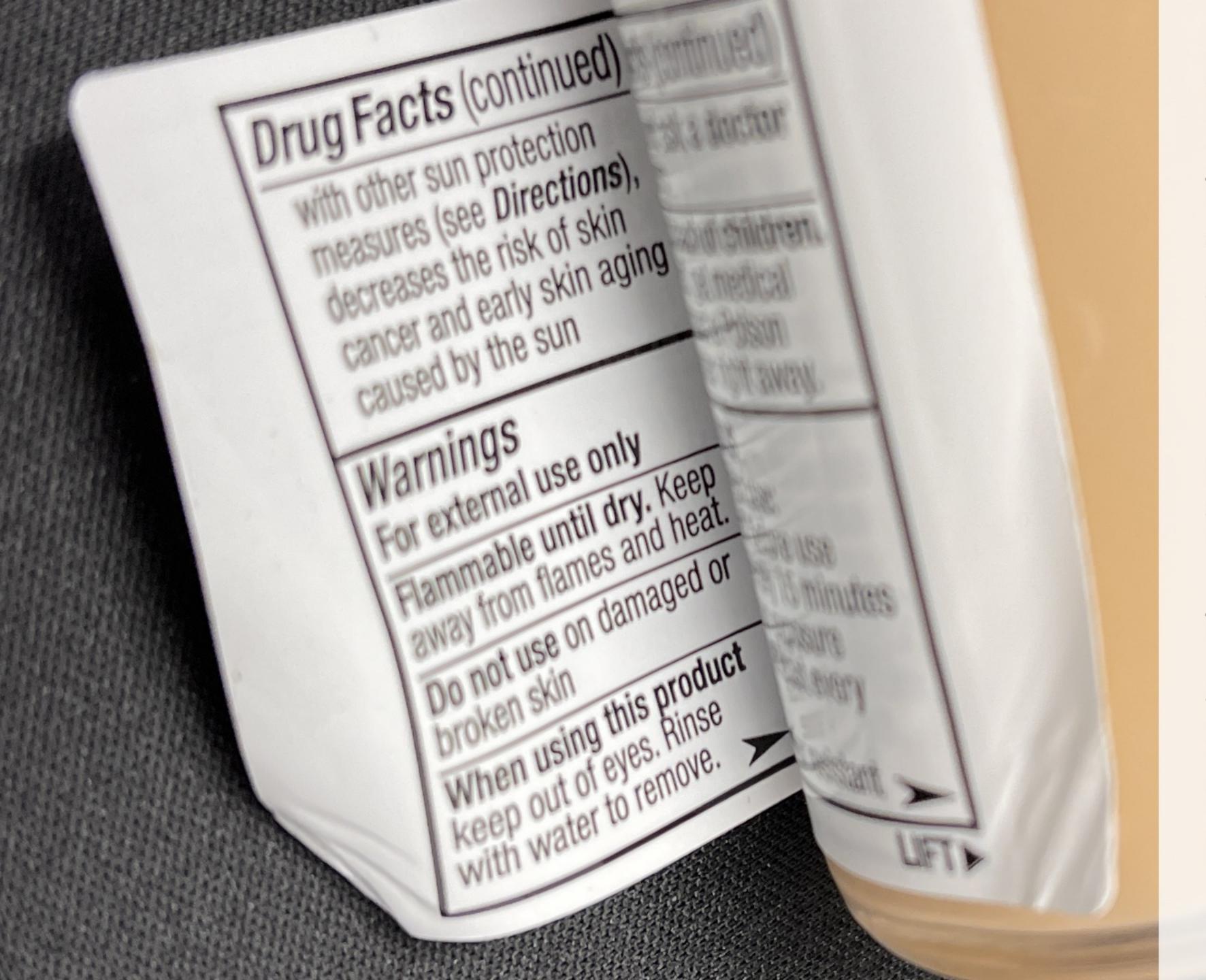
After looking all over, there was a small arrow on the bottom right corner saying:

"Lift for drug facts."



An X-Acto knife finally seperated the "page" from the backing.

It was nearly impossible to figure out how to do so.



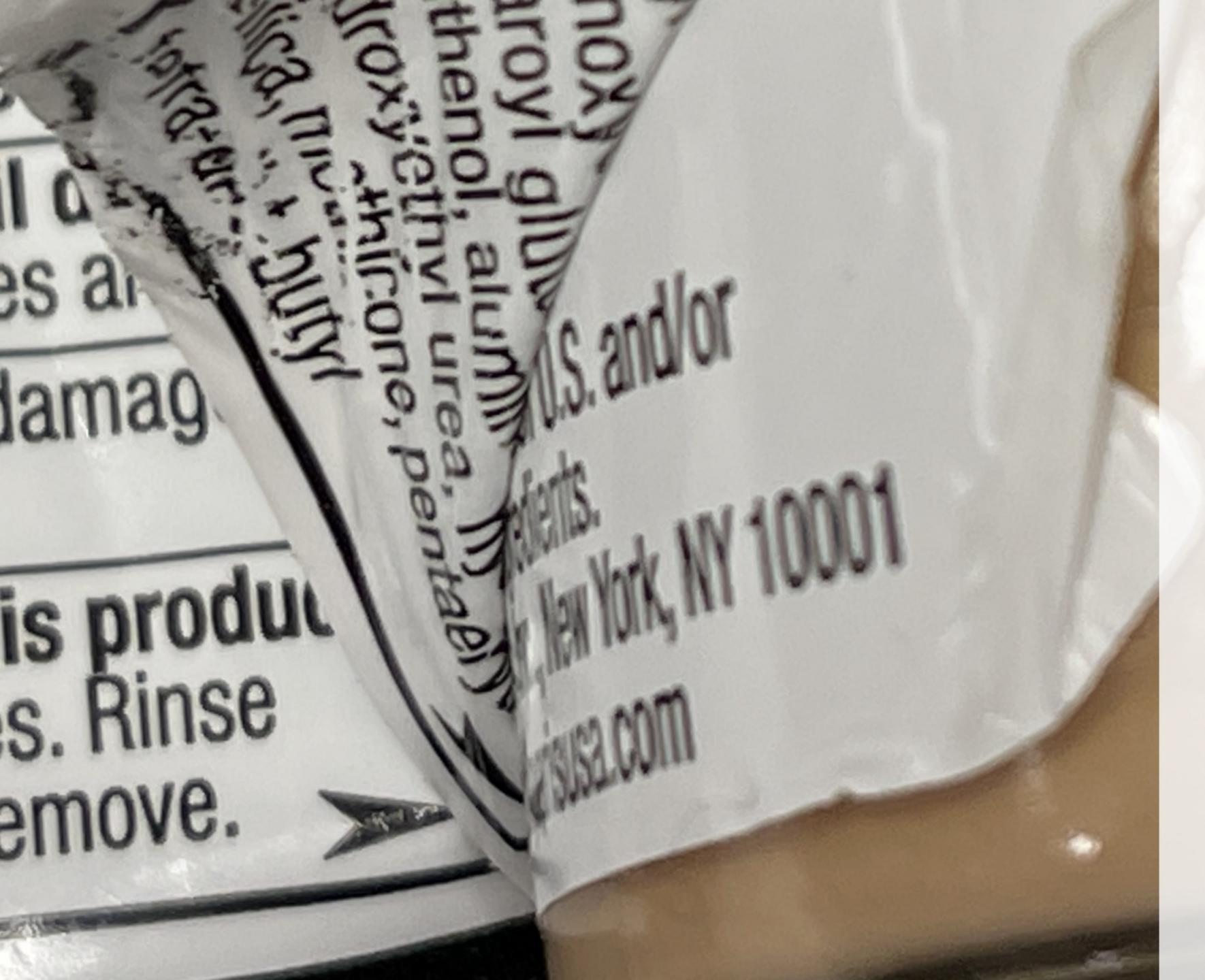
The label was a "booklet" plastered to the bottle.

If wasn't staggered or cut to indicate more than one page.

This violates ADA, the Americans with Disabilities Act, as a handicapped person could not do this.



Using a camera to magnify the label, there was another arrow equally impossible to pry open.



Using a booklet with very small type and symbol is unfair to people with poor vision.

An ADA violation.

Watch what had to be done to view the prominent display panel.

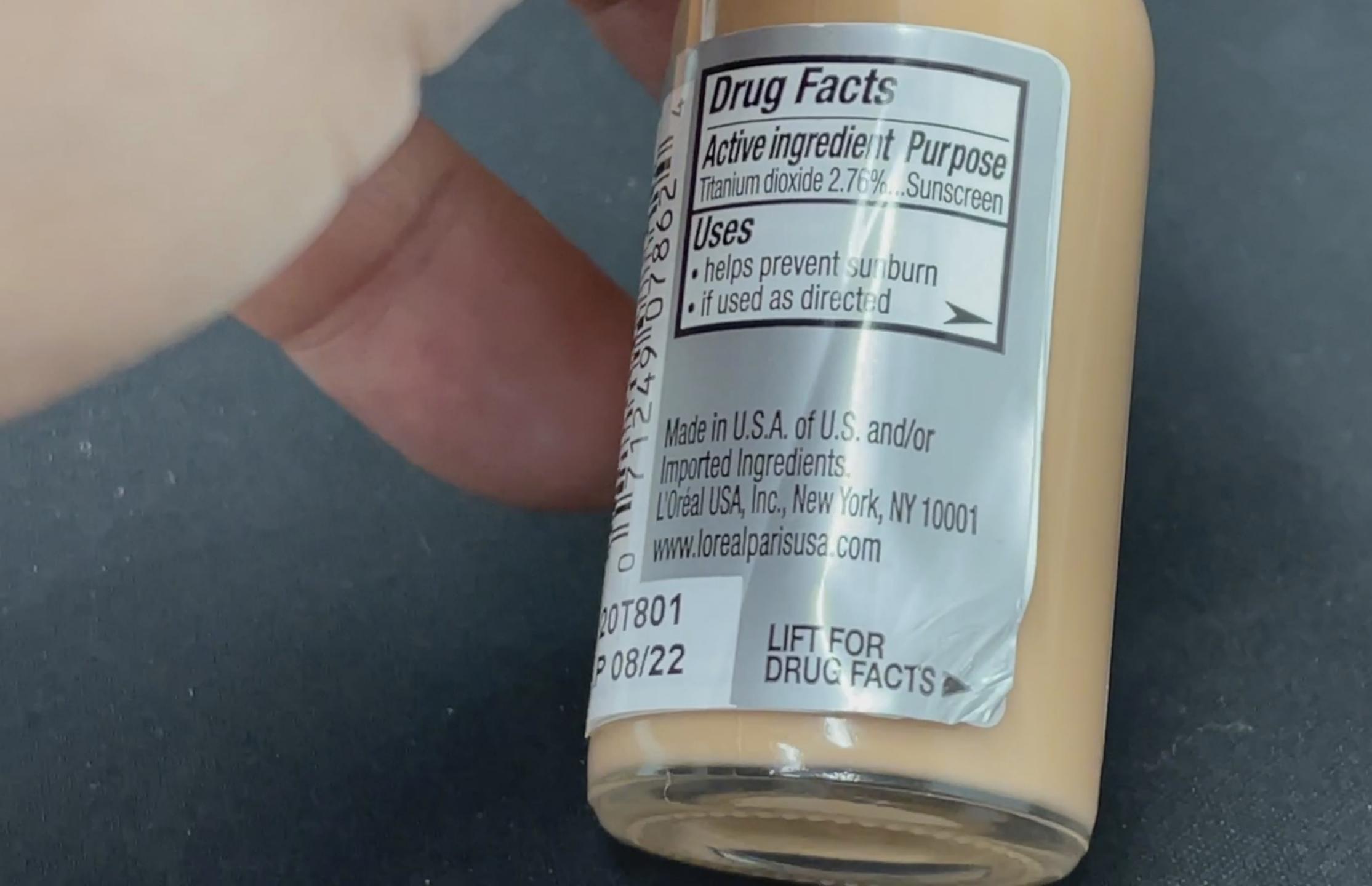
The FDA states and requires:

"The required information must be on a panel which is presented or displayed under customary conditions of purchase."

Judge for yourself.

Is this customary when you want to find an ingredient list?



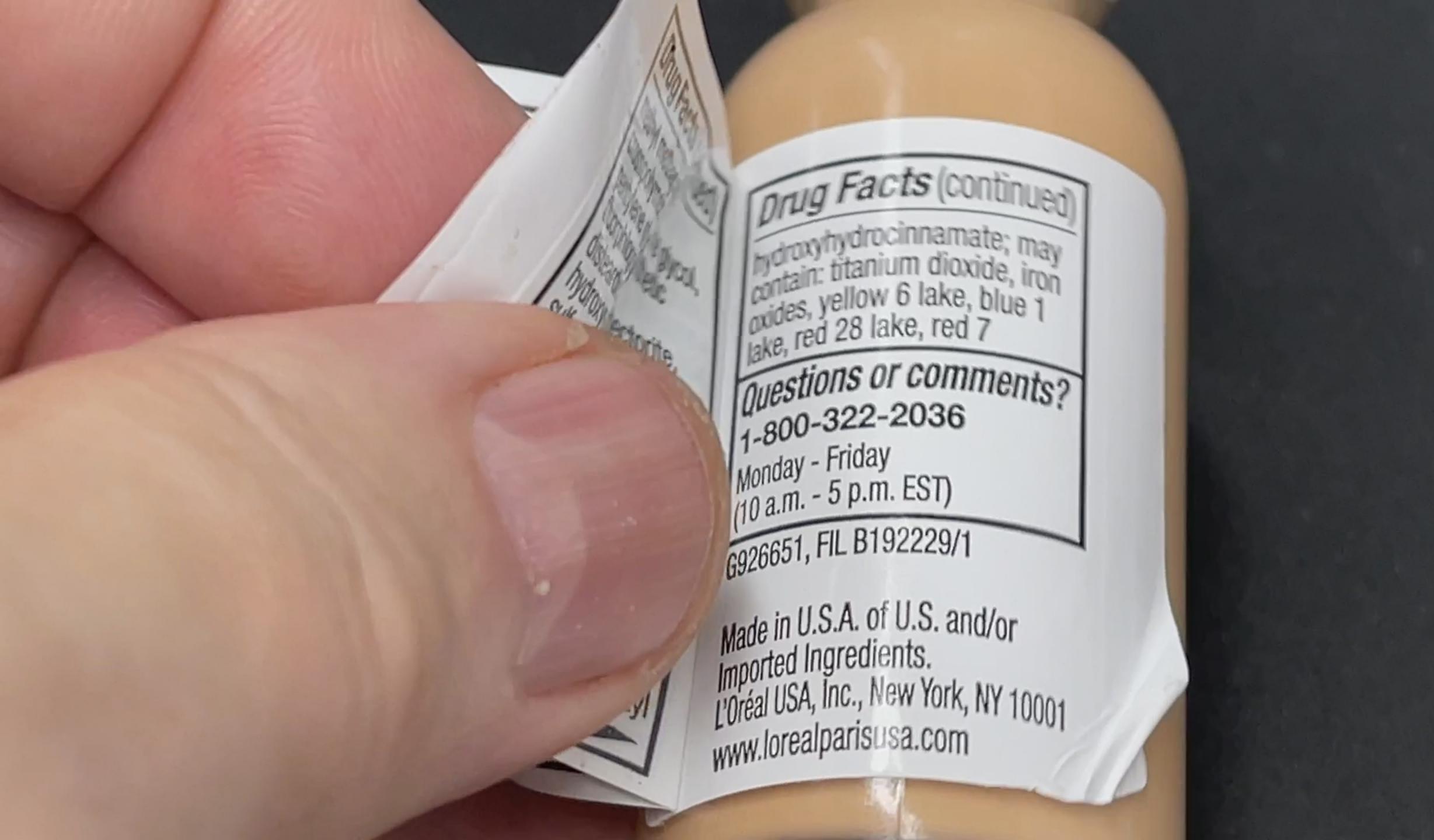


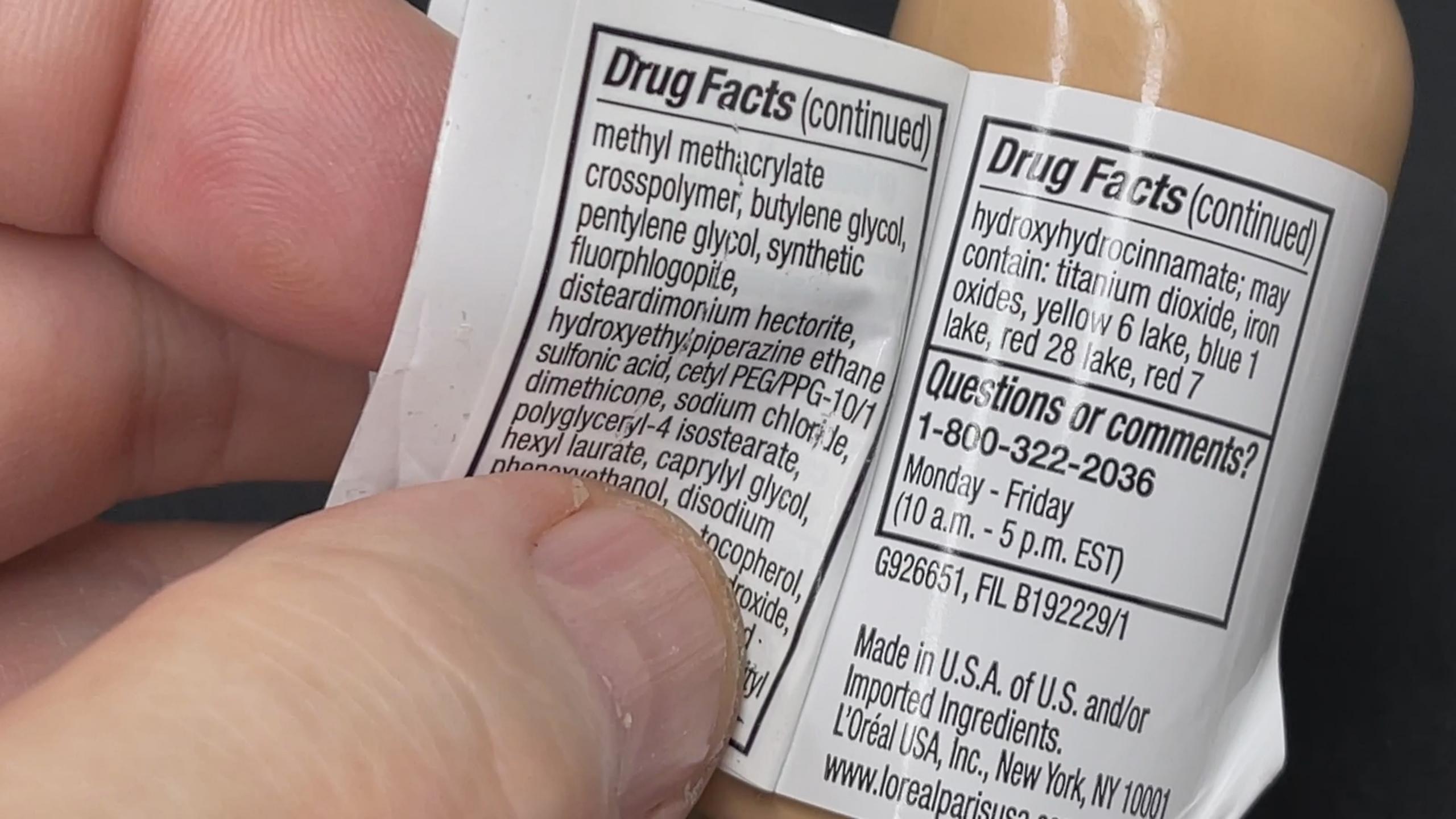








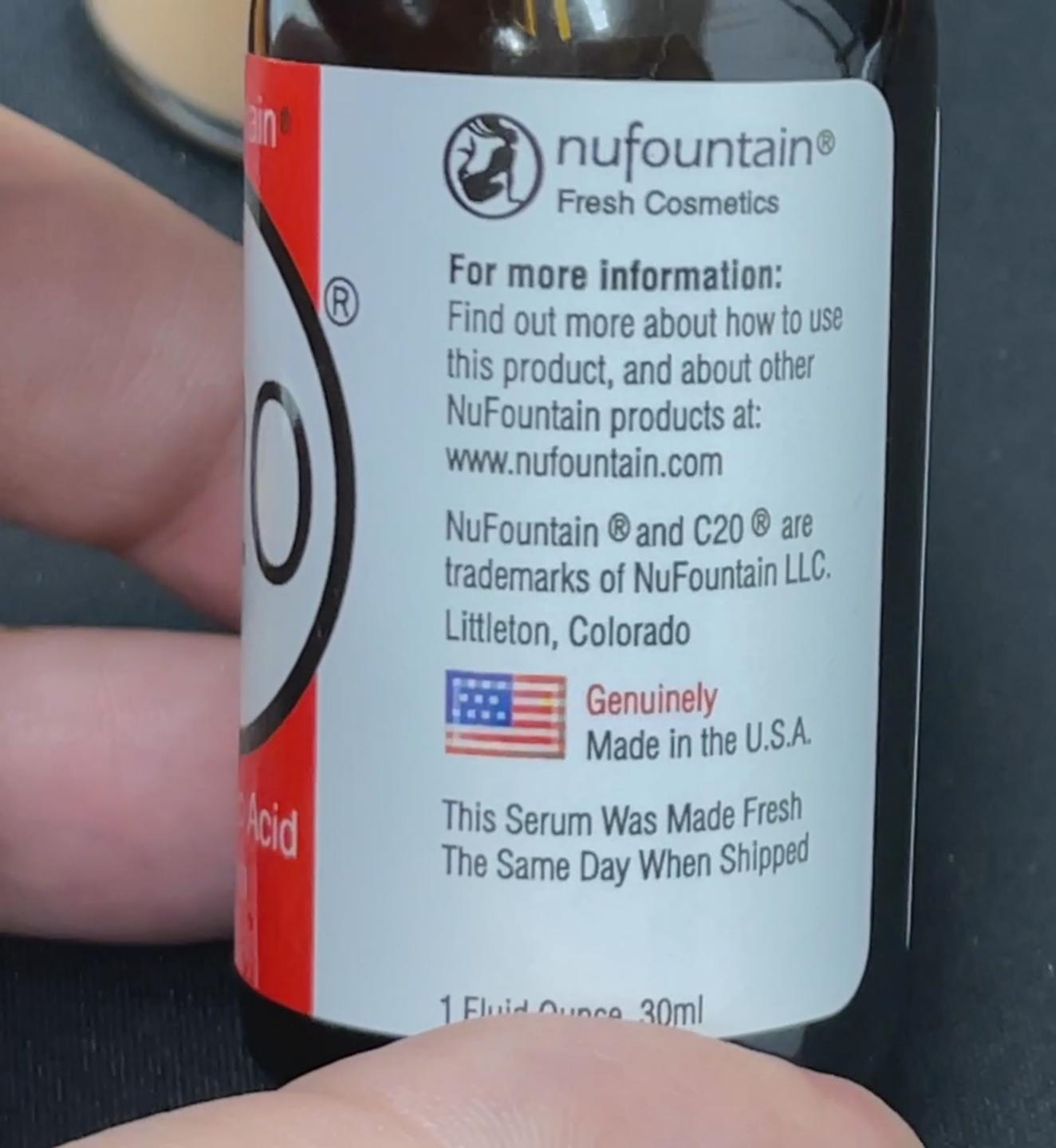


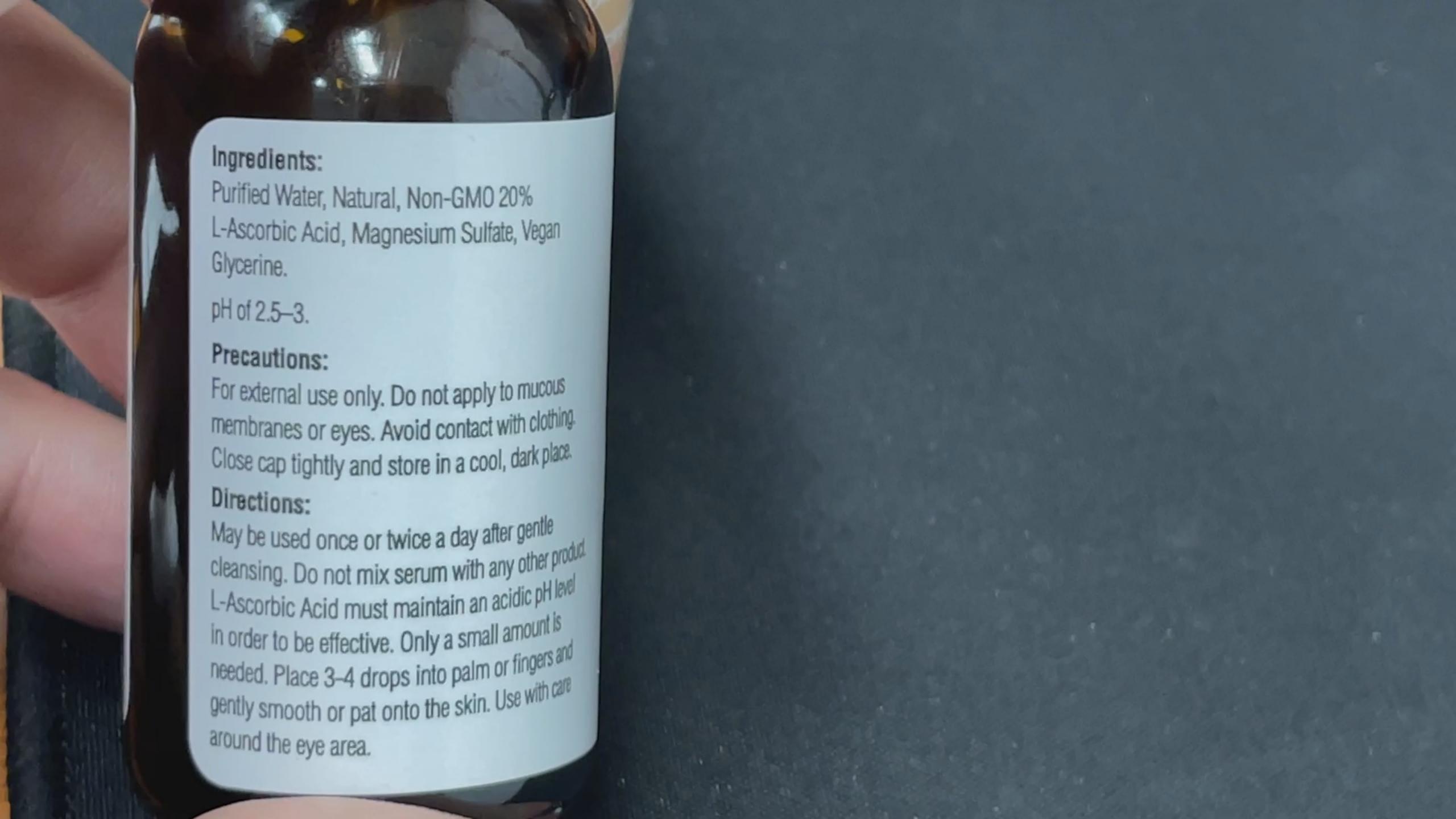














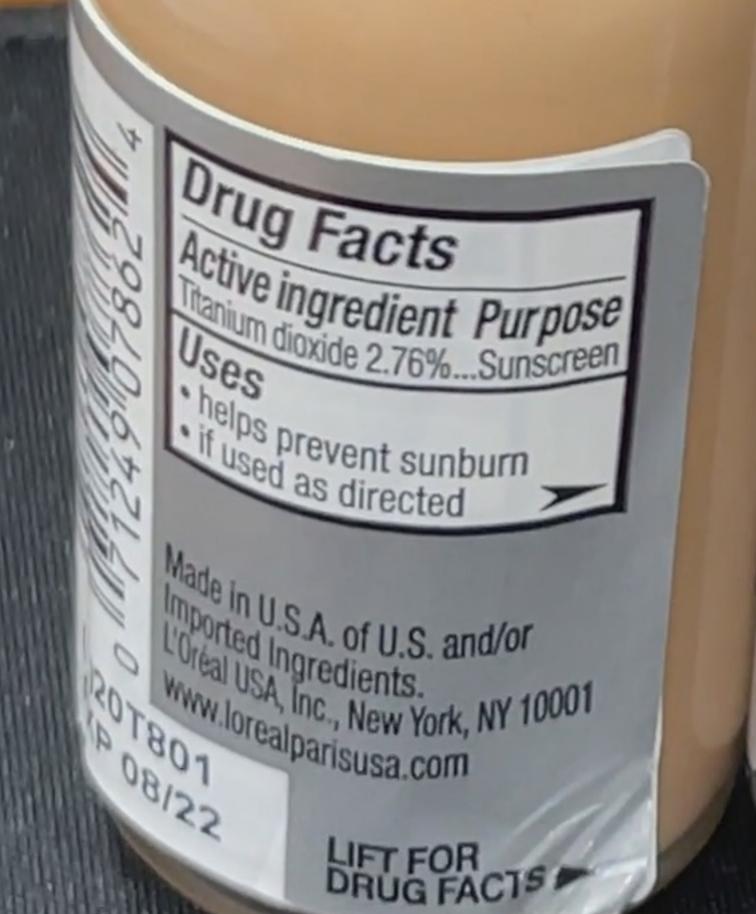












ingredients:

Purified Water, Natural, Non-GMO 20%
L-Ascorbi Glycerine Water, Natural, Non-GMO 20 Negan Glycerine Glycerine.

PH of 2.5-3.

Precautions:

For external use only. Do not apply to muching membranes membranes or eyes. Avoid contact with clother cap tinbut Close cap tightly and store in a cool, dark place

Directions: May be used once or twice a day after gently cleansing on the or twice a day after gently Cleansing. Do not mix serum with any other hand order to be a compared and a series of the control of the contr order to be effective. Only a small amount needed. Place 3-4 drops into palm or find around the eye ar around the eye area.





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