



NuFountain Skin Safety Series

Part Four

How to Find the
Ingredients on
Beauty Products





BLOOMS

SPEND \$30
SAVE \$10

LOW, LOW
PRICES

1.99

Tulips

NICELY
NONDAIRY

PLEASE
WAIT
HERE





check

25

specialty bath

skin care

bladder protection

bath & body

beauty tools

cosmetics



Shopping

Looking for cosmetics is exciting — and fun.

With so many choices, it's easy to forget the most important buying consideration:

Ingredients.



Packaging

Cosmetics are found at your nearby grocery store or drugstore.

Packaging is designed to get attention, not give needed ingredient information.





Naming

Cosmetics often don't use common names for ordinary products.

Not lipstick: Lip Stain.

Not mascara: Brush

Not foundation: Primer

The FDA says a product name must clearly say what it is.



Distractions

Signs and banners do more than show how beautiful you can look.

They distract you.

Impulse buying seldom includes checking the ingredients.



Shop Smart

The only way to keep skin healthy is to develop the habit of reading ingredients for any product you put on your skin and researching them.

That means finding — and reading — the full ingredient list.

Clean & Clear®
morning burst® facial cleanser
for beautiful, energized skin

CLEAN & CLEAR® MORNING BURST® Facial Cleanser is a foaming cleanser uniquely formulated with BURSTING BEADS® that burst with energy and vitamins, and an invigorating citrus fragrance to help wake you up. The gentle cleanser, with Vitamin C and Ginseng, helps nourish skin while removing the dirt, oil and impurities that build up overnight. CLEAN & CLEAR® MORNING BURST® Facial Cleanser leaves your skin clean and energized!

Won't clog pores • Hypoallergenic

DIRECTIONS: Wet hands and face. As you work cleanser into a gentle lather, the BURSTING BEADS® gently break to release vitamins. Gently massage all over face, avoiding eye area. Rinse thoroughly and pat dry. **CAUTION: For external use only. Keep out of the reach of children.**

INGREDIENTS: water, sodium laureth sulfate, glycerin, acrylates copolymer, cocamidopropyl betaine, fragrance, phenoxyethanol, sodium hydroxide, menthyl lactate, mannitol, cellulose, disodium EDTA, methylparaben, menthol, propylparaben, ethylparaben, sodium ascorbyl phosphate, tocopheryl acetate, hydroxypropyl methylcellulose, cucumis sativus (cucumber) fruit extract, retinyl palmitate, panax ginseng root extract, zingiber officinale (ginger) root extract, acrylates/ammonium methacrylate copolymer, triethyl citrate, citrus grandis (grapefruit) fruit extract, citric acid, iron oxides, titanium dioxide, mica, talc

Questions? 877-754-6411; Outside US, dial collect 215-273-8755 or visit www.CleanandClear.com

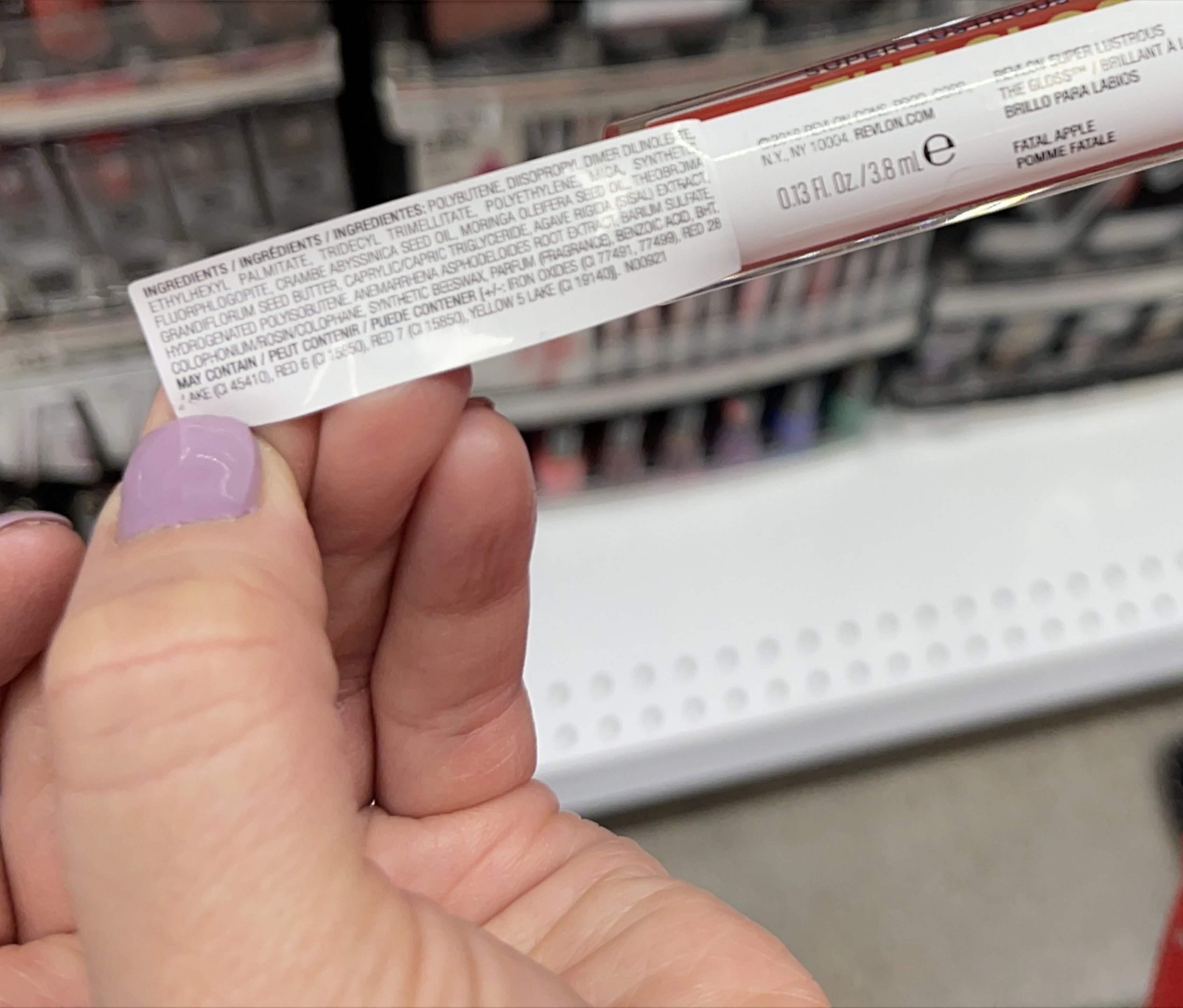
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First Obstacle

Sellers pack as many products as they can on racks and shelves.

Most cosmetics are small so you can carry them in your purse.

Lucky for cosmetic companies, there is little room for the list of ingredients.



Second Obstacle

Even with FDA regulations, finding the ingredients is often hard to do.

You have to work hard to find the ingredients on most cosmetics.



Third Obstacle

Scientific words.

It is unlikely you ever heard of many of the ingredients. Chemical names are not easily understood.

And, they are as small as they can legally print them.

Get Out Your Phone

Beat them at their own game. Your cell phone has a camera.

Products have UPC barcodes. Use your camera to find products online using their barcode.

Ingredients online can be made a size you CAN read.

Allow camera access to products

You can use your camera to scan barcodes, find pantry, health products.

☐ Allow the Amazon app to access your camera and skip this step in the future

Thank You, Amazon

Launch your Amazon phone app. Click on the “camera” button.

Amazon will look up the product for you by its barcode or even just a picture of the packaging.

How great is that?

Product details

Is Discontinued By Manufacturer : No

Package Dimensions : 21 x 6 x 4 inches; 1.28

Item model number : 022700127054-2a

UPC : 022700127054

Manufacturer : Procter Gamble Cosmetics

ASIN : B00PZ2BGRY

Best Sellers Rank: #696,813 in Beauty & Personal Care (See Top 100 in
#17,823 in Nail Polish

Customer Reviews:

All You Need

Amazon looks up the product for you and tells you all about it.

How well it's selling, and user reviews too.

Will that help?

Perfect fusion of LashBlast
lengthening mascara formula
Volume and length mascara
Our biggest brush fused with our most
Ingredients
Water, Glyceryl Stearate, Ammonium Acrylate
Crosspolymer, Lecithin, Propylene Carbo

And the Ingredients

Amazon requires ALL cosmetics to list their ingredients. It's an FDA regulation.

Some products don't list them.

Don't buy them.

With a way to find
ingredients, now you
can relax.

Chill out and read
some beauty magazines.

Barnes & Noble Booksellers



Fiction
Literature in a library
fiction in a library

Barnes & Noble
Café
Starbucks
Coffee

Welcome
Café
is Open!

Curbside
Pickup

OPEN
EVERY DAY
Nestle, Starbuck, Dunkin',
McDonald's, and more.
FREE
Wi-Fi



30 years old, which keeps our skin's outer layer protected," says Ramya Viswanathan, director of new product development for squalene-based skin-care brand Biossance. "The ingredient works in the same way as it does when it's produced by our own glands. But, squalene and its similarly speeded derivative both have the same claims to fame as far as benefits go, and according to experts, they're crucial for helping skin bear the harsh conditions that can come with colder months."

Smooth Moves

"There's no right or wrong way to use squalane."
—Stephen Alain Ko

Oh, NO!

Here we go
again...



join the movement
www.c20store.com



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