WE ACT’S
BEAUTY INSIDE OUT CAMPAIGN

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WE ACT for Environmental Justice
**The Problem.** Toxic chemicals in beauty products marketed to people of color are harming our communities in two ways:

- **Toxic chemicals cause physical harm to our health**
- **Racialized marketing of products causes social, psychological, and societal harm**

**The Solutions.** Solutions to this problem fall into two categories, top-down and bottom-up solutions. Both types are necessary because top-down regulation alone is insufficient to solve the problem.

- **Top-down solutions target legislation, regulation, sales, and availability of these products**
- **Bottom-up solutions target the demand for the products, through social movements, public discussion, and education**
TOXIC PRODUCTS IN OUR COMMUNITIES

Toxic products are widely available in storefronts and via online retailers with harmful targeted marketing.

1-48 of over 2,000 results for "hair relaxer"

Targeted marketing includes young girls.
TOXIC BEAUTY PRODUCTS IN NORTHERN MANHATTAN

25% of all survey respondents reported using skin lighteners in their lifetimes; among Asian respondents, use was higher at 57%.

44% of respondents reported using chemical straighteners in their lifetimes; among Non-Hispanic Black respondents, use was higher at 60%.

Edwards et al. (2023) Environmental Justice

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Femme-identifying individuals and women were surveyed in nine NYC neighborhoods:
A 2022 survey of n = 1,200 registered U.S. voters including Democrats, Republicans and Independents conducted by Lake Research Partners found:

• 49% of respondents thought that chemicals in food and consumer products have been tested for safety (but this is not the case)

• There was broad agreement that the government require products to be proven safe before they are put on the market. More than 90% of people support the requirement that products be proven safe, and 2/3 strongly agree with this requirement
Advocacy: Regulation

- **International:** Supporting the proposed 2023 Amendment to the Minamata Convention on Mercury to ban advertising, display, sale, and offering of sales of mercury-added cosmetics, including skin lightening products.

- **Federal:** Safer Beauty Bills Package
  4 bills to address gaps in cosmetic safety, including:
  1) Banning 11 of the most toxic chemicals
  2) Fragrance ingredients disclosure
  3) More supply chain transparency
  4) Increase research and resources about toxic chemicals exposure in communities of color and salon workers

- **State:** Learning from, and modeling, state bans and restrictions. Highly concerned about federal preemption of state safety substantiation, adverse event reporting, recalls, product registering, etc.
Harm Reduction & Non-Toxic Transition

KEEP TOXIC CHEMICALS OUT OF YOUR HOME

Shop online as usual. We'll alert you to toxic ingredients, and help you find safe products.

Or get the app:

Download on the
App Store

Or get the app:

Get it on Google Play

Use when shopping online at:

amazon  SEPHORA  Walmart  iHerb  Target

clearya.com
Black Beauty Project

“Black-owned beauty brands’ product ingredients are free of toxic chemicals, verified by the Campaign for Safe Cosmetics”
Diversity in Beauty Justice

Need to better understand and represent:

• Cultural complexity, both domestically and internationally, in Beauty Justice

• Generational differences and trans-generational impacts both in terms of impacts and social pressures

• The intersection of Beauty Justice, gender, sex assigned at birth, and reproductive health impacts (especially for endocrine disrupting chemicals) for both femme and masc identifying individuals