

ORGANIC  
DIVA

# Book Club

See excerpts from  
Organic Diva's recent  
interview with  
Ms. Malkan.



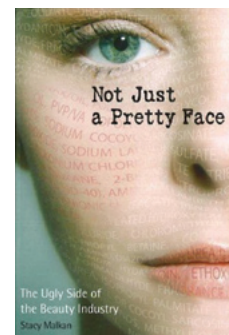
Stacy Malkan

*As a cancer survivor it is of great concern to me that the products I am using to make me beautiful on the outside are potentially making me ill on the inside. The skin is the largest organ in the body with the capability to absorb everything, so how is it possible that our skin products continue to go unregulated by the FDA? Shame on them for neglecting the American people in this way. Thank you Stacy for exposing the truth. The jig is up!*

**Fran Drescher**, NYT best-selling author; star of the Emmy award-winning series "The Nanny"; president of Cancer Schmancer; uterine cancer survivor

[www.organicdivas.com](http://www.organicdivas.com)

When you take to the beach this summer, Diva, don't forget your UV Natural Sunscreen and a copy of Stacy Malkan's "Not Just a Pretty Face: The Ugly Side of the Beauty Industry." As cofounder of the Campaign for Safe Cosmetics, a national coalition working to eliminate hazardous chemicals from personal care products, Malkan tells the inside story of the Campaign for Safe Cosmetics and its five year fight to pressure the U.S. cosmetic industry to use safer ingredients. (Some would call it an expose. Others would call it a horror story. Regardless, you can't miss this book).



**OD:** How many chemicals is an average woman exposed to daily based on her beauty routine?

**SM:** Shampoo, deodorant, lotion and make-up—the average woman uses a dozen personal products containing 168 chemical ingredients daily. We absorb, inhale and ingest many of these chemicals into our bodies. There are links between chemical exposure and reproductive health and fertility issues and breast cancer risk.

**OD:** We've been led to believe that small exposure to toxins in beauty care products is not harmful? What are your thoughts?

**SM:** Mixtures of chemicals with various toxic properties are complicated. A little bit of hormone-disrupting chemicals mixed with carcinogenic contaminants in the shampoo, the bubble bath, and the body wash add up—day in and day out. The cosmetic companies insist that their products are safe, but what does that really mean? It typically means the product has been tested to ensure it doesn't cause short-term obvious health effects, such as rashes, swelling and eye irritation. Most chemicals in cosmetics have not been tested for their potential to cause long-term health problems such as cancer or reproductive harm.

**OD:** During the past five years of studying the industry, what has disturbed you most?

**SM:** Without a doubt, the pinkwashing that goes on. (Pinkwashing: a term used to describe the activities of companies that position themselves as leaders in the struggle to eradicate breast cancer while engaging in practices that may contribute to rising rates of the disease.) You see companies market their products to raise money for cancer research, and yet those companies are selling the very products that contain carcinogens. Companies sponsoring the breast cancer walk/runs, the breast cancer awareness campaigns are the same companies using chemicals in their products that are linked to breast cancer.

Instead of a PR campaign, these companies have a responsibility to produce products without carcinogens. They need to be part of the solution rather than the problem. So far, they haven't been willing to do that.

**OD:** What can women do to protect themselves and their families?

**SM:** There are many things women can do to protect themselves. Number one, simplify your beauty routine—use fewer products overall. Second, look for products with fewer synthetic chemicals. Avoid parabens and synthetic fragrance. Third, women should educate themselves about the chemicals in the products they use. They should become familiar with the Environmental Working Group's Skin Deep Database. The database reviews the ingredients in more than 25,000 products against 50 definitive toxicity and regulatory databases. It is an incredible resource for product safety. [www.cwg.org](http://www.cwg.org).

**OD:** What's your final advice to women out there?

**SM:** I know it can be overwhelming for women when they first start to look at their products and start to make changes. But the reality is that it is very empowering to know that you can control your exposure to toxins by controlling the products you expose yourself to every day. Never before have American women been in a better position to change the beauty industry.

As women become more educated about this issue, they will place pressure on companies to change their ways and change their products. Women are the largest voting bloc in the country, the primary shoppers, and make the majority of healthcare buying decisions. If women vote with their pocketbook, they have the power to change the entire economy.