

# POISON ISN'T PRETTY

BREASTCANCERACTION.ORG

CAMPAIGN  
AT A GLANCE

Breast Cancer Action takes on pinkwashers: corporations or organizations that peddle products linked to breast cancer while claiming to care about women with the disease. We've been doing it for years, and we always think it can't get worse—until it does.

Recently, some of our members living with breast cancer drew our attention to the cosmetics used in a program for cancer patients called Look Good, Feel Better®.

Look Good, Feel Better is run by the cosmetics industry's largest trade association, the Personal Care Products Council, and the American Cancer Society, the largest cancer charity in the U.S. They hold free workshops that give beauty tips and complimentary makeup kits to women in cancer treatment—support that some women understandably value while facing a cancer diagnosis.

The downside? Many of the products in Look Good, Feel Better kits, given to women with cancer, contain chemicals linked to increased cancer risk, including parabens, Teflon, and formaldehyde releasers. As if that's not bad enough, some of the chemicals in Look Good, Feel Better products *may actually interfere with breast cancer treatment.*

Women deserve better than this hypocritical pinkwashing.

We're telling the Personal Care Products Council and the American Cancer Society that "Poison Isn't Pretty." **Join us in demanding these multi-million dollar industry giants stop pinkwashing and start protecting women's health.**

Now that would *really* make us feel better.



## TAKE ACTION

All of us—cancer patients, workers, consumers, EVERYONE—deserve safe personal care products that don't increase our risk of breast cancer or interfere with breast cancer treatment.

- **Sign our letter** to the Personal Care Products Council and the American Cancer Society to demand they stop pinkwashing! Demand they refuse to allow any corporation that uses harmful chemicals in their personal care products to participate in their Look Good, Feel Better program. This is an important first step in showing they're really willing to protect patients and prevent cancer.
- **Share your personal story** about why you want these pinkwashers to start protecting women's health.
- **Spread the word** about our campaign in-person and through social media.

Visit <http://www.bcaction.org/poisonisntpretty> to learn more and take action.



## WHAT'S IN THE LOOK GOOD, FEEL BETTER MAKEUP KITS?

Member companies of the Personal Care Products Council, such as Avon, Estee Lauder, and Mary Kay, donate their cosmetic and personal care products for the Look Good, Feel Better kits given to cancer patients. Outrageously, many of these donated products contain chemicals linked to increasing cancer risk or interfering with breast cancer treatment, including:

- **Parabens:** These chemicals may increase breast cancer risk by mimicking the hormone estrogen. *And methylparaben, which was found in the kit, may also interfere with the effectiveness of a common breast cancer treatment, Tamoxifen.*<sup>1</sup>
- **Formaldehyde releasers:** Chemicals like diazolidinyl urea and DMDM hydantoin slowly and continuously release small amounts of formaldehyde, a known human carcinogen.
- **Fragrance:** The term “fragrance” often hides ingredients that are hormone disruptors and carcinogens, as well as sensitizers that can trigger uncomfortable side effects for women undergoing treatment for breast cancer.
- **Polytetrafluoroethylene (PTFE):** Commonly known as Teflon (yes, that Teflon), this ingredient can be contaminated with the possible carcinogen perfluorooctanoic acid (PFOA), which is known to modify mammary gland development.

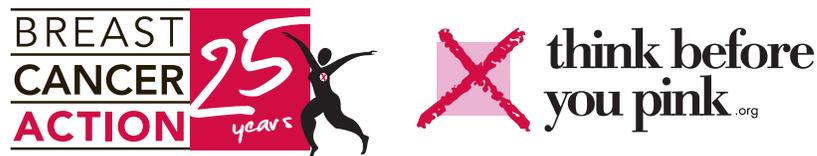
### WAIT, AREN'T COSMETICS REGULATED FOR SAFETY?

Unfortunately, the personal care products industry is one of the least regulated industries in the U.S. Companies are not required to demonstrate a product is safe before it lands on store shelves—or in makeup kits.

## WHO IS AT RISK OF TOXIC CHEMICAL EXPOSURE IN COSMETICS?

- **Patients:** Look Good, Feel Better workshops are offered to women who are in active treatment for cancer. Cancer patients may be especially vulnerable to chemicals, which makes it especially unconscionable to offer them products with ingredients that can interfere with their treatment or increase their cancer risk.
- **Workers:** The program's products aren't just putting cancer patients at risk, but also the program's volunteer cosmetologists. A recent report<sup>2</sup> found that breast cancer risk for cosmetologists is five times higher than the general population.
- **All of us:** The toxic cosmetics found in Look Good, Feel Better kits are the same products commonly found on our local store shelves. Currently, the regulation of cosmetic products is a sham and the Personal Care Products Council spends millions of dollars lobbying against cosmetic safety regulations.

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<sup>1</sup> Colliver, Victoria. “Study: BPA, methylparaben block breast cancer drugs.” The San Francisco Chronicle 13 Sept. 2011.

<sup>2</sup> Breast Cancer Fund. Working Women and Breast Cancer: The State of the Evidence. San Francisco, 2015.