

INSIDE THE BEAUTY AISLE: WHAT'S REALLY IN OUR PRODUCTS?

A community-based investigation of ingredients in beauty and personal care products sold in Northern Manhattan

Using the [Clearya Survey](#) app, ingredient information was collected from beauty and personal care products sold in Northern Manhattan, an area with predominantly Black and Latine residents.

WHAT DID WE FIND ON STORE SHELVES?

We visited...

15

local beauty
supply stores

We analyzed...

255

beauty and
personal care
brands

We reviewed...

20,172

product
ingredients

Nearly **1 in 2 products** contained **hormone-disrupting chemicals (EDCs)** or **PFAS** ("forever chemicals")

1 in 5 products contained chemical ingredients **linked to cancer, DNA damage, or reproductive harm**

1 in 4 products contained ingredients that are **restricted or banned in other regions**, including the European Union, Canada, and some U.S. states

WHICH BRANDS APPEARED MOST OFTEN AMONG PRODUCTS WITH INGREDIENTS LINKED TO HEALTH CONCERNS?



KISS

Absolute
New York

Creme
of
Nature

Ruby
Kisses

Nicka K
New York

Across these brands, hormone-disrupting chemicals (EDCs) were the most commonly observed type of ingredient linked to health concerns.

WE DEMAND SAFER, MORE TRANSPARENT BEAUTY PRODUCTS

Shop informed for safer products

- Check ingredient labels before buying
- Use tools like Clearya to identify ingredients while shopping
- Ask local stores to carry safer options

Take action for Beauty Justice!

- Advocate for stronger product safety standards
- Demand ingredient transparency
- Join WE ACT's Beauty Inside Out campaign



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WE ACT for Environmental Justice

1854 Amsterdam Avenue, 2nd Floor, New York, NY 10031 | 212-961-1000

50 F Street, NW, Suite 550, Washington, DC 20001 | 202-800-5896

Web: [weact.org](#) | Facebook: [@weactforej](#) | Bluesky: [@weact4ej](#) | Instagram: [@weact4ej](#)