

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 733 beauty and personal care products sold in Northern Manhattan, an area with predominantly Black and Latine residents.

WHAT DID WE FIND ON STORE SHELVES?

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 (CMR)**

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

We visited...

15

local beauty
supply stores

We analyzed...

255

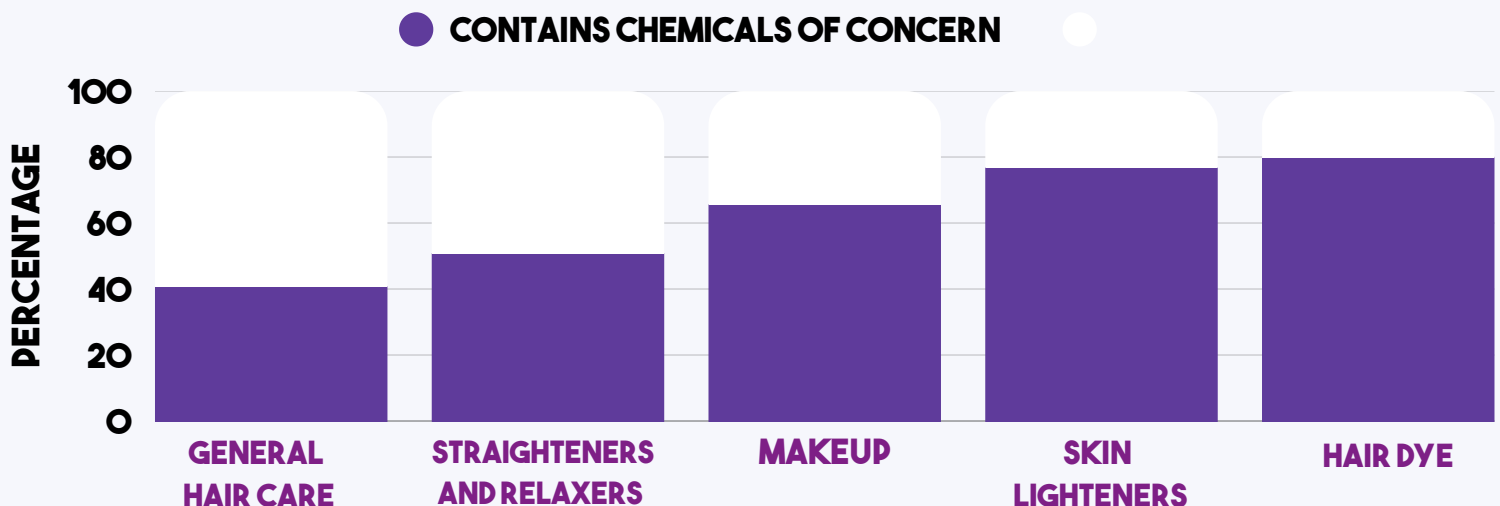
beauty and
personal care
brands

We reviewed...

20,172

product
ingredients

WHAT TYPES OF PRODUCTS CONTAIN INGREDIENTS LINKED TO HEALTH CONCERNS?

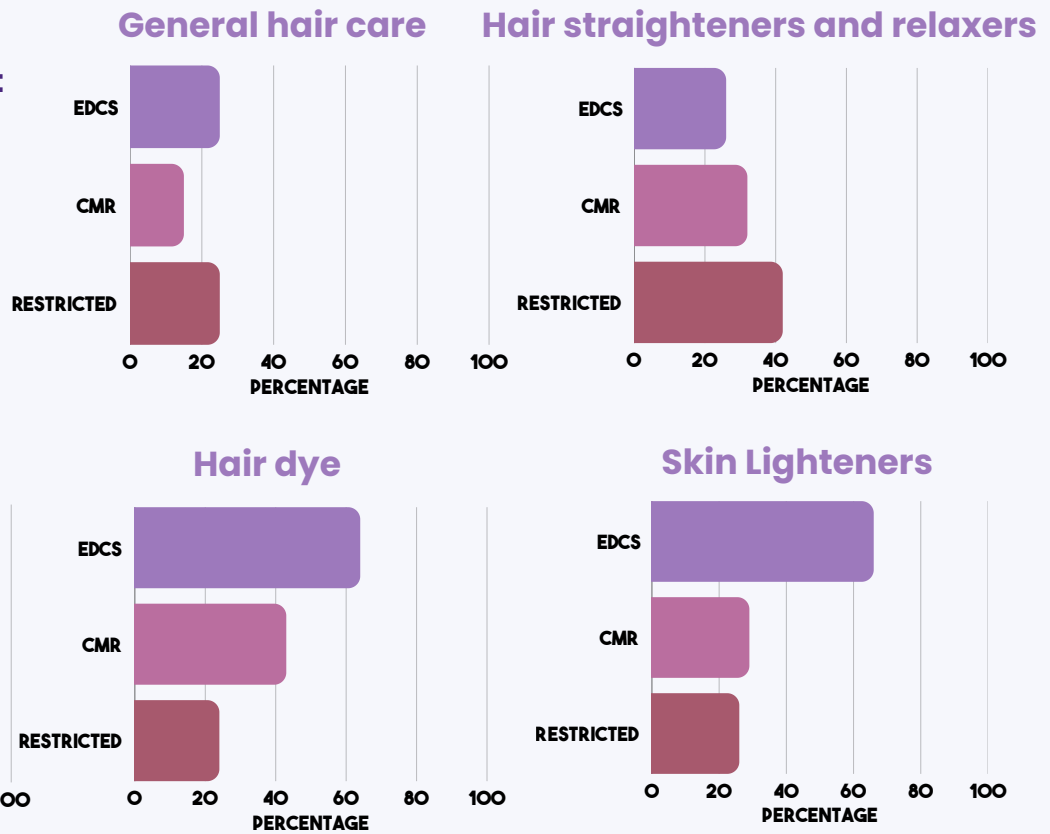


About **80% of hair dye products** and **77% of skin lightening products** contained at least one prioritized chemical of concern.

WHAT INGREDIENTS LINKED TO HEALTH CONCERNS WERE FOUND IN EACH PRODUCT TYPE?

Hormone-disrupting chemicals (EDCs) are the most common chemicals of concern across product categories.

A single product may contain more than one chemical of concern.



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



**SCAN THE QR CODE
FOR THE FULL REPORT**



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