

WHY IT MATTERS?

We use personal care products like shampoo, lotion, and deodorant every day. Many of these products contain harmful chemicals that can disrupt hormones, irritate the skin, and impact mental well-being. Reducing exposure to toxic ingredients can protect health, improve skin quality, and support better cognitive function.

This guide will show you how to detox your personal care routine step-by-step, to make the transition smooth and affordable.

HOW TO CHOOSE SAFER PRODUCTS?

Finding better alternatives doesn't have to be difficult. Use the EWG Skin Deep Database (www.ewg.org/skindeep, also available as an app) to check the safety of your current products or to find cleaner alternatives. Below is a list of safer brands to consider.

HOW TO CHANGE YOUR ROUTINE?

Don't feel pressured to do it all at once. Detoxing your personal care routine can be done in phases. Here's how to make it manageable and affordable:

1. Start with Products You Use Daily

Prioritize daily use of products like shampoo, deodorant, toothpaste, and lotion. Take 5 minutes to scan the labels on your shampoo, body wash, lotion, and deodorant. Use the EWG Database or look for the ingredients listed below. If you see them, mark those products as 'phase-out' items.

- **Phthalates** — Linked to hormone disruption.
- **Parabens (e.g., methylparaben, propylparaben)** — Disrupts hormonal balance.
- **DEA (Diethanolamine)** — Potential carcinogen.
- **SLS (Sodium Lauryl Sulfate)** — Linked to skin irritation.
- **Propylene Glycol** — Irritates the skin.
- **Fragrance (unless labeled as natural or essential oils)** — Often a cocktail of undisclosed chemicals.
- **Aluminum** — Linked to neurotoxicity.

2. Replace Items as They Run Out

Every time you run out of a personal care product, replace it with a non-toxic alternative.

3. Buy in Bulk to Save Money

Purchase larger sizes of safer products or use multi-purpose products like Dr. Bronner's 18-in-1 Castile Soap (shampoo, soap, household cleaner, etc.).

4. Simplify Your Routine

Use fewer products overall. For example, consider multi-use products like coconut oil (makeup remover, body moisturizer) and Dr. Bronner's (body wash, shampoo, and cleaning solution).

| Current Product | Toxic Ingredient to Avoid | Clean Swap Option |
|-----------------------|----------------------------------|---|
| Shampoo & Conditioner | SLS, DEA, Parabens, Fragrance | Avalon Organics, Carina Organics, Acure, Attitude |
| Body Wash & Soap | SLS, Fragrance, Propylene Glycol | Dr. Bronner's, Everyone, Alaffia |
| Deodorant | Aluminum, Fragrance | Native, Schmidt's, Purelygreat, Primal Pit Paste |
| Lotion & Moisturizer | Parabens, Phthalates | Weleda, Shea Butter, Attitude, Alaffia, Babo Botanicals |
| Toothpaste | SLS, Dyes, Fluoride | Hello, David's, Tom's (SLS/Fluoride free) |
| Baby Shampoo/Wipes | Phthalates, Fragrance | Babo Botanicals, Pipette, Earth Mama |