The Dangers of Synthetic Cosmetics and Personal Care Products and the Implementation of the Green Movement

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Abstract

Revered for their effect on product performance, synthetic ingredients in cosmetics and personal care products were introduced in the beginning of the twentieth century. Lack of government regulation and corruption in the self-regulation of these industries has continually hidden the adverse effects of synthetic ingredients on consumers and the environment. However, in light of recent demand, the cosmetic and personal care industries are creating “green” products with perceived or existing “natural” or “organic” composition. By greening the cosmetic market, some producers have tried to limit the amount of synthetic chemicals that go into their products and promote environmentally conscious production. This study aims to address the role of advertising in promoting the sale of synthetic and green cosmetics and personal care products, the effects of synthetic ingredients on human and environmental health, and how the cosmetic and personal care industry can effectively create green products.

Methods

This study was conducted through literary research analysis. Prominent novels used for conducting this research were Toxic Beauty: How Cosmetics and Personal-Care Products Endanger Your Health... and What You Can Do About It by Samuel S. Epstein and Randall Fitzgerald, Not just a Pretty Face by Stacy Malkan, and Drop-Dead Gorgeous by Kim Erikson.

Conclusion

Advertising for synthetic cosmetics and personal care products sell sex, luxury, and youth. The Green cosmetic and personal care products industry, however, focuses on environmental consciousness in the production of products and limited synthetic ingredients. Cosmetic and personal care products created with synthetic ingredients often contain penetration enhancers, hormone disruptors, and carcinogens. Long-term exposure can disrupt functions in the body as well as negatively effect ecological structures. Green cosmetics are not only feasible but are important because they provide consumers with products that are safer for human health as well for the environment. Green cosmetics can be achieved by using biodegradable ingredients, lowering water activity, decreasing or increasing pH values to reduce microbial growth, using airtight packaging, and keeping oils in a continual stage of emulsion.