

# BEAUTYCOUNTER

## **Beautycounter's Written Testimony in support of**

### **SB 478 – Toxic Free Kids Act**

#### **Joint Committee on Ways and Means**

#### **Subcommittee on Human Services**

**June 9<sup>th</sup>, 2015**

Co-Chair Bates, Co-Chair Nathanson, and members of the committee - Beautycounter regrets not being able to deliver this testimony in support of The Toxic Free Kids Act in person, please accept this written testimony in its place. Beautycounter is an American skin care and cosmetics company and our company believes that chemicals linked to harm have no place in the products we put on our bodies every single day.

Beautycounter supports SB 478. We believe that it represents a wise use of public funds to protect children's health in a preventative fashion.

A few years ago, Beautycounter's Founder and CEO set out to see if it was possible to make products that would meet the performance demands of the American consumer, without using toxic ingredients, all while fully disclosing all ingredients used in the product.

We have a product line that ranges from children's shampoo to color cosmetics - we make nearly all of our products in the United States - and we would be regulated under this proposed legislation.

Unfortunately, the few pieces of regulatory oversight that currently exist for the cosmetics industry are full of loopholes or are not adhered to. For example, some will say that ingredients are required to be listed on personal care product packaging, but what they won't tell you is it is common practice for companies to selectively list ingredients. This is one of the reasons we believe the Oregon Health Authority needs to have the

ability to require disclosure of chemicals of concern and should be able to enforce such a law.

When Beautycounter formulates a new product, it must meet a few key criteria: does the product perform the way we want it to, are the ingredients safe and do our decisions make good business sense. Safety isn't just about immediate reactions, it is about long-term health.

We define safety much in the same way that Oregon proposes to define safe: using credible, independent science to evaluate a range of hazard end points like cancer, hormone-disruption, and impacts to brain development. Our Ingredient Selection Process uses chemical hazard and alternatives assessment in addition to incorporating appropriate exposure data; all of which are similar in nature to the types of tools outlined in the Toxic Free Kids Act.

We use these tools to create safe and beautiful products, but we also use them because it will save our company money over the long term. By looking for the inherent hazards associated with particular ingredients we stave off costly reformulations and ensure that any alternative ingredients we use are actually safe for the public.

The Toxic Free Kids Act lists 66 chemicals of concern for children's health, which is a really good starting point. None of those chemicals are a surprise to the business community. By comparison, Beautycounter has a list of 1,500 ingredients we will never use in our products, and that's just the first step in our health-protective Ingredients Selection Process.

From Beautycounter's perspective, the Toxic Free Kids Act is a common sense, practical, and achievable approach for the state of Oregon to address chemicals of concern for children's health. You can play a much needed leadership role in protecting children from harmful ingredients. You have the opportunity to level the playing field for the business community. And you can help move the market towards safer products.

Co-Chair Bates, Co-Chair Nathanson, and members of the committee, thank you again for the opportunity to share Beautycounter's perspective on Senate Bill 478. Please do not hesitate to contact me with any questions you may have.

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