

# HIDDEN POISONS OF SKINCARE

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**IT IS RUMORED THAT QUEEN ELIZABETH I DIED OF LEAD POISONING FROM HER MAKEUP. NOW THANKFULLY WE HAVE COME FAR AWAY FROM THE TIME WHEN BEAUTY COULD KILL YOU. OR CAN IT STILL?**

It is important to realize that even though cosmetics may not be fatal anymore, but they are notorious for the carcinogenic and irritating ingredients that are used to make them. This rising consciousness has in fact prompted several brands to launch edible cosmetics. Basically, sending the message, if it is safe to eat, it is safe to put on your skin. But let's not get ahead of ourselves and jump into edible cosmetics which are clearly a fad or maybe something to spice up your bedroom. So, here is a list of common ingredients to avoid in your products:

**Parabens:** These little monsters act as hormone disruptor and potentially cause breast cancer

**Phthalates:** Phthalates are chemicals which easily absorb into the skin and are often found in plastics besides cosmetics. They are linked to endocrine disruption, developmental and reproductive toxicity, and cancer. These act as a family of different chemicals and could be difficult to identify.



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**Fragrance:** It is a trade secret as companies do not often have to reveal what chemicals compose the 'fragrance'. So, opt for fragrance-free products, which imply absence of any ingredients added to impart any distinct smell. Do not confuse it with unscented products, as they have added ingredients to neutralize any scent of a product.

**Sodium lauryl sulphate:** Sodium laureth sulphate: It is a cheap foaming agent and a skin irritant that often triggers allergies.

**Toulene:** Toulene is found in nail polishes and can affect the immune system or cause birth defects in expecting mothers.

**Formaldehyde:** It is used as a preservative in cosmetics and has recently been called out for its carcinogenic and irritating properties. So, look out for natural, clean and safe products that make your skin look good from within.

Here are Modish approved products from Indian brands which are calm to your skin:

1. **Honest Beauty**
2. **Perenne**
3. **Juice Beauty**
4. **Anjali Herbavedic**

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