

THE COSMETICS INDUSTRY AND BREAST CANCER



Philanthropy or Hypocrisy?

October is breast cancer awareness month, and major cosmetics companies—from Avon and Revlon to Estee Lauder—are marketing pink ribbon products to “support the fight against breast cancer.”

That might seem like a good thing. But dozens of their products contain toxic ingredients that may be linked to breast cancer itself. Is this philanthropy? Or hypocrisy?

Parabens (PAIR-a-bens), used as preservatives, are endocrine disruptors that mimic the hormone estrogen. And increased estrogen exposure over a lifetime is a proven risk factor for breast cancer.

Phthalates (THAL-ates) help lotions penetrate the skin and make nail polish more flexible. They have been phased out of baby toys

because of an association with birth defects and developmental disabilities. Because phthalates are also endocrine disruptors, concerns have been raised as well about their association with breast cancer.

With safer alternatives available, it's past time for the cosmetics giants to phase out these chemicals. In the meantime, they should be clearly listed on the label so consumers can make an informed choice.

After all, corporate conscience belongs in a company's products, not just its marketing.

To learn more about this issue, and what you can do about corporate “pinkwashing,” visit www.ThinkBeforeYouPink.org.

I want to support this work.

NAME	PHONE NUMBER	
ADDRESS	E-MAIL ADDRESS	
CITY	STATE	ZIP

Make checks payable to BCA and send to the address at right. Breast Cancer Action is a registered 501(c)3 nonprofit organization. Donations are tax-deductible to the extent provided by law.

**BREAST
CANCER
ACTION**



Breast Cancer Action
55 New Montgomery St., Suite 323
San Francisco, CA 94105

415-243-9301

Toll-free 877-2-STOP-BC (877-278-6722)