

Leading the Way in Safer Chemical Use and Public Disclosure

The beauty industry is complex: there is little regulatory oversight, abundant consumer confusion, and much that is unknown about ingredients in products people put on their bodies everyday. Beautycounter is an education-first, mission-driven company building a movement for better beauty. Our 5 Step Ingredient Selection Process, coupled with our commitment to product performance, sets us apart from other skin care and cosmetic brands.

Step 1: Ban Intentionally — We begin our formulation process with our “Never List”—more than 1500 questionable or harmful ingredients that we formulate without. In this way, we preemptively avoid the use of chemicals of high concern.

Step 2: Screen Rigorously — We go much further than a restricted substance list: We screen every potential ingredient using the best available data, and avoid ingredients associated with hazards such as cancer, developmental toxicity, and hormone disruption. This helps our company to avoid “regrettable substitution,” or replacing one undesirable chemical with another that might have the same concerns.

Step 3: Learn Constantly — The absence of data does not mean that a chemical is safe. We regularly review emerging data on ingredients and we have begun to commission new studies to better inform our company’s decisions and to build the collective knowledge base. We consult with scientists and thought leaders working to reduce exposure to toxic chemicals, and hope to inspire the development of safer, greener chemicals from the start.

Step 4: Source Responsibly — We choose the best available organic, natural, or synthetic ingredient options that meet our high performance and safety standards. Over 80% of the ingredients in our products are natural or plant-derived. We work to source ingredients from sustainable, non-GMO sources and believe in supporting the U.S. economy. We do not test products or ingredients on animals, nor do we ask others to do so.

Step 5: Share Transparently — Beautycounter is transparent about ingredients in our products, including preservatives, fragrances, and flavors. We disclose ingredients on product packaging, on our website, and our online Ingredient Glossary lists every ingredient’s source and function—not only “key ingredients”—as well as the products in which it is used.

Beautycounter strives to be “far better,” not “less bad.” This is what it will take to truly lead in corporate chemicals management. Our belief in continual progress and raising the bar on safety and transparency—all while delivering exceptional product performance and empowering women—is the foundation of our company.

Mia Davis
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BEAUTYCOUNTER