

## Makeup Education Sheet

The United States' Cosmetic and Beauty Industry has little regulation regarding ingredient restrictions and product labelling. Labels such as “hypoallergenic,” “clinically proven,” “organic,” “natural,” and “Dermatology/Ophthalmology tested” are tricky marketing terms that do not always mean you’re making a better choice.

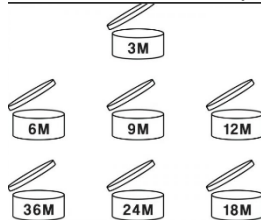
**INGREDIENTS to avoid:** •Balsam of Peru •Benzalkonium chloride (BAK) •BHA and BHT •Bromo-2-Nitopropane-1,3-Diol •Coal tar •Colophony •Diazolidinyl urea •DMDM-Hydantoin •Ethylenediaminetetraacetic acid (EDTA) •Ethanalamines (MEA/DEA/TEA) •Formaldehyde •Fragrance •Glitter/metallic colors •Hydroquinone •hydroxymethylglycinate •Imidazolidinyl urea •Metals (Nickel, cobalt, chromium) •Methylisothiazolinone and methylchlorisothiazolinone •Nylon 66 •Oxybenzone •Parabens (methyl-, isobutyl-, propyl- and others) •Paraffin •Phenoxyethanol •Phthalates •Polyethylene glycol (PEG compounds) •Quaternium-15 •Retinyl palmitate and Retinol (Vitamin A, Retin A, Tretinoin) •Sodium Lauryl Sulfate and Sodium Laureth Sulfate (SLS and SLES) •Talc (that’s not certified asbestos-free) •Thiomersalate •Titanium Dioxide (powder form) •Toluene •Triclosan and Triclocarban •Ureas.

**INGREDIENTS to limit:** •Iron oxides •Mica •Silicone Resin •Stearic Acid

Makeup wear can cause allergy, blepharitis, dryness, early aging, irritation, and other complications to the ocular surface. Follow the below tips for healthy, beautiful eyes.

### Dr. Husher’s 14 Tips for Healthier Eyes:

1. Review all skincare and make-up product ingredients. Ingredients are listed by quantity -from highest to lowest.
2. Download EWG\* (Environmental Working Group) app or Think Dirty App. Explore EWG’s Skin Deep Cosmetics Database: [www.ewg.org/skindeep](http://www.ewg.org/skindeep). \*EWG does not always get the science correct or keep up with the latest data.
3. Switch to cleaner products. Start by removing products that stay on the longest and those with “INGREDIENTS to avoid” and “INGREDIENTS to limit” appearing in the top half of their list.
4. Properly remove makeup nightly.
5. Clean eyelids daily with eyelid cleanser (I recommend We Love Eyes lid foaming cleanser).
6. Never rinse eyes with tap water, use sterile saline or artificial tears.



7. Replace products often and never share. Refer to labels on products for proper replacement schedule. Mark your product’s opening date.
8. Remove excess makeup off brushes after each use. Clean brushes every 2-3 weeks with a diluted fragrance-free soap.
9. Apply eyeliner along the lash line—never tightline.
10. Never get permanent makeup.
11. Avoid waterproof eye makeup.
12. Avoid Retin-A/Retinols around the eye area.
13. Avoid eyelash perms, tints, and conditioning treatments.
14. Avoid lash extensions, false lashes and lash serums. Artificially lengthened and heavy lashes increase ocular discomfort and redness. If you have to:
  - a. Use a formaldehyde-free & latex-free glue
  - b. Lighter the fill, the better.



c. Do not use OTC serums with ingredients ending in “-prost” (ex. isopropyl cloprostenate).  
Makeup products may change ingredients and new products continue to be introduced to the market.

**EXAMPLES of Safer Products (last updated 11/13/2021):**

**MASCARA**

- 100% Pure
  - Fruit pigmented ultra lengthening
  - Maracuja (Gluten-Free)
- Bare Minerals Length and Serum Infused
- Burt’s Bees Natural Nourishing
- CRUNCHI Shatterproof
- Dime Volume
- Honest Beauty
- Ilia Limitless Lash
- Jane Iredale
- Kjaer Weis Lengthening
- Kosas
- Lily Lolo
- Nurturing the Soul
- Pacifica Stellar Gaze
- Physicians Formula- Organic Wear
- Plain Jane Just Mascara
- Pure Haven
- Root Lash Natural & Organic Mascara
- Saie
- W3LL people
- Zorah Pure Argan

**EYE WHITENER**

- Lumify

**CONCEALER**

- First Aid Beauty Bendy Avocado

**EYELINER**

- 100% pure
- Beautycounter

- Ilia
- Pacifica
- Pure Haven
- Root Liquid
- Twenty/Twenty

**EYE SHADOW**

- 100% PURE
- CRUNCHI
- OMIANA
- RMS
- TWENTY/TWENTY

**LASH SERUMS**

- Dime
- Lash Brilliance by Plain Jane Beauty
- LashFood
- M2 Eyelashes Growth Serum
- Nurturing The Soul
- Organys Eyelash & Eyebrow Growth Serum
- Twenty/Twenty
- Zoria Boost Lash by Ocusoft
- Latisse \*by prescription only so your doctor can monitor for safety

**MAKEUP REMOVERS**

- Beautycounter
- Fractionated Coconut Oil
- Jojoba oil
- HEKA
- Magic Eraser Cloth
- Micellar Water or Wipes (fragrance-free)
- We Love Eyes Makeup Remover and We Love Eyes Lid Cleaning Foam

**ADDITIONAL RESOURCES TO LOCATE SAFER PRODUCTS:**

- Target Clean, Clean at Sephora, Credobeaauty.com, ewg.org/skindeep, petitvour.com, firstaidbeauty.com, follain.com, thedetoxmarket.com, crunchi.com, beautycounter.com, pharmaca.com, twentytwentybeauty.com