

LEAD IN LIPSTICKS

The *Lead in Lipsticks* story that hit the headlines recently is the result of a study conducted by the Campaign for Safe Cosmetics on a variety of red lipsticks that were bought from drugstores and department stores around the country. The study showed that 49% of the lipsticks were free of lead and 61% contained from 0.03 to 0.65 parts per million (ppm) of lead. Interestingly, they also found that three lipsticks — the same brand and the same color — contained different amounts of lead.

Lead gets into lipsticks primarily through FD&C and D&C dyes which give them their color. The more vibrant the color the higher percentage of dyes. The FDA requires that manufacturers of dyes send each batch to the FDA for testing for heavy metals. Each batch is then certified. The FDA allows 10 – 20 ppm of trace metals. The FDA believes this is consistent with its longstanding goal of reducing consumers' lead exposure to the lowest level that can be practicably obtained.

Unfortunately, it is impossible to live in a lead-free environment. Lead is in the air, water, and our soil.

Because we have always wanted to provide the “cleanest” products possible, we have conducted tests with an accredited laboratory on all of our products for heavy metals including lead. All colors passed with tests revealing no detection of heavy metals.

Pure Minerals Pure Results™

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