



# "Dirty Dozen" Chemicals

...about the 'Dirty Dozen' Chemicals



At Keys, we believe that over 50% of diagnosed skin disorders are caused by chemicals in skin care, pet care and household products. This 'Dirty Dozen' was developed in Marin County California because they had the highest cancer rates in the US. These chemicals are found in over 85%+ products that come in contact with our families and are

believed to contribute to many skin disorders and elevated cancer rates among people and pets. We support the advocacy who seeks to have them banned. Keys products contain none of these or any other man-made chemicals

Chemical: **Sodium/Ammonium Lauryl Sulfate (SLS)**

Present in: Shampoo, conditioner, whiteners, laundry detergents and carpet cleaner

Health Concern: Alters skin structure, allowing other chemicals to penetrate deep into the skin

Chemical: **Parabens**

Present in: Shampoos, conditioners, whiteners, lotions, insect repellents-most skin care products

Health Concern: May cause skin irritation, rash or dermatitis or allergic skin reactions

Chemical: **Propylene Glycol**

Present in: Shampoos, conditioners, whiteners, lotions, insect repellents and most liquid skin/hair care products

Health Concern: Alters skin structure, skin irritant, allergic reactions

Chemical: **Phthalates**

Present in: Fragrance, hair spray, hair gel, lotions

Health Concern: Damage the liver, kidneys, lungs

Chemical: **Petrolatum**

Present in: Creams, lotions, ointments

Health Concern: Allergic reactions

Chemical: **Cocamide DEA/Lauramide DEA**

Present in: Shampoo, Body Wash, Cleansers, Bath Oils, Liquid Soap, Bar Soap, Moisturizer

Health Concern: May form carcinogenic nitrosamines

**Time To Get Wise**

...Read Your Labels

This wallet guide to ingredients help when shopping for product The 'Dirty Dozen' chemicals are in personal care, pet care and household products.

These chemicals are unregulated and are not required to be listed on product labels

**Be Safe**  
Read Labels





## ...more 'Dirty Dozen' Chemicals

Chemical: **Diazolidinyl Urea**

Present in: Fragrances, shampoo, conditioner, pain relief rubs and ointments

Health Concern: Impurities linked to cancer or other significant health problems

Chemical: **Butyl Acetate**

Present in: Nail polish and nail treatments

Health Concerns: Repeated exposure causes skin dryness, cracking

Chemical: **Butylated Hydroxytoluene**

Present in: Fragrances, shampoo, conditioner, moisturizers, lotions

Health Concern: Eye and skin irritant

Chemical: **Ethyl Acetate**

Present in: Perfume, fragrance and whiteners

Health Concern: Eye and skin irritant

Chemical: **Toluene**

Present in: Nail polish and hair dyes

Health Concern: Potentially cancer causing, liver damage, irritating to the skin and respiratory tract

Chemical: **Triethanolamine**

Present in: shampoos, lotions, creams, soaps

Health Concern: May form carcinogenic compounds called nitrosamines on the skin or in the body after absorption -- among the most potent cancer-causing agents found

## Dirty Dozen Plus

Added to the above is a list developed by the Environmental Working Group ([www.ewg.org](http://www.ewg.org)) of chemicals of concern and their use.

- **Skin & hair lighteners:** Hydroquinone, sodium nitrate
- **Anti-Aging:** Lactic Acid, Glycolic acid, AHA (Alpha hydroxy acid), BHA (Beta hydroxy acid)
- **Sunscreen:** Padimate-O, PABA
- **Antimicrobial liquid soaps:** Triclosan



# KEYS<sup>®</sup>

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## The 'Dirty Dozen'

• Sodium/Ammonium Lauryl Sulfate (SLS)

• Parabens

• Propylene Glycol

• Phthalates

• Petrolatum

• Cocamide DEA

• Lauramide DEA

• Diazolidinyl Urea

• Butyl Acetate

• Butylated Hydroxytoluene

• Ethyl Acetate

• Toluene

• Triethanolamine



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