



Common Definitions

Alcohol Free: In cosmetic and skincare product labeling, the term "alcohol" alone refers to ethyl alcohol - also known as ethanol, or grain alcohol and isopropyl alcohol. Ethyl alcohol & Isopropyl Alcohol is the kind that can indeed dry out the skin.

Cruelty free: vegetarian/vegan + No animal testing.

No animal testing: this product and its ingredients were not tested on animals since 2004.

Gluten free: FDA set a limit of less than 20 ppm (parts per million) for the unavoidable presence of gluten in foods that carry this label. Gluten is a mixture of proteins that occur naturally in wheat, rye, barley and crossbreeds of these grains.

GMO, or genetically modified organism, is a plant, animal, microorganism or other organism whose genetic makeup has been modified in a laboratory using genetic engineering or transgenic technology. This creates combinations of plant, animal, bacterial and virus genes that do not occur in nature or through traditional crossbreeding methods.

Natural or synthetic. For a product to be 100% all natural, every ingredient has to be natural. There are 2 components to each ingredient. The source and the process. The source of the ingredient is natural. A natural process was used to make the ingredient.

No fragrance added: Every ingredient from nature has a natural odor. No fragrance added means no additional fragrance has been added to the product.

Parabens any of a group of compounds used as preservatives in pharmaceutical and cosmetic products and in the food industry. Usually have the word ben at the end. If there are no preservatives in a product, there should be no parabens.

Phthalates free is something that doesn't contain or something that exists without the presence of phthalates. Phthalates are a group of chemicals used to make plastics more flexible and harder to break. They are often called plasticizers. Some phthalates are used as solvents (dissolving agents) for other materials. Phthalates - pronounced "thal-ates" are a class of hormone disrupting chemicals that the Environmental Protection Agency (EPA) lists as a "probable carcinogen."

Vegetarian: this product does not contain animal ingredients or other ingredients resulting from animal slaughter and may contain animal by-products (milk, honey, beeswax, whey, shellac) (Synthetic ingredients are considered to be Vegetarian. Plant based ingredients are considered to be Vegetarian. Certified Organic materials are considered vegetarian.)

Vegan: this product does not contain animal ingredients or animal by-products (milk, honey, beeswax, whey, shellac). (Synthetic ingredients are considered to be Vegan. Plant based ingredients are considered to be Vegan. Certified Organic materials are considered vegan.)

Sulphate Free: Some vendors state their ingredient is less than 20 PPM (0.0020% max); we then categorize as ingredient has less than 20 ppm sulfates.

Sustainability: With respect to the cosmetics industry, "sustainable" cosmetics are defined as cosmetic products using natural ingredients produced from renewable raw materials. Producing goods and services in ways that the resources are replaced. Ingredients with a synthetic source are not sustainable.

Toxic free is free From: Any amount of asbestos, either naturally occurring in, or intentionally added to, the cosmetic; lead; Dibutyl phthalate; Diethylhexyl phthalate; Formaldehyde; Methylene glycol; Quaternium-15; Mercury; Isobutylparaben; Isopropylparaben; m-Phenylenediamine; o-Phenylenediamine; The following long-chain per- and polyfluoroalkyl substances (PFAS) and their salts: Perfluorooctane sulfonate (PFOS); Perfluorooctanoic acid (PFOA); Perfluorodecanoic acid (PFDA); Perfluorononanoic acid (PFNA)

Clean Beauty: Do not use Parabens, Phthalates, Formaldehyde, Triclosan, Synthetic Fragrances/Dyes, Siloxanes (Silicones), Sulfates- (SLES, SLS, ALS), PEGs, Petrochemicals (Petrolatum), drying alcohols (SD Alcohol, Isopropyl Alcohol, Ethyl Alcohol), essential oils, chemical sunscreens

100% PURE contains absolutely no synthetic chemicals and no chemical preservatives. There are no artificial fragrances and contains no artificial colors. There are no unhealthy toxins present in 100% PURE nor are harsh detergents used in this process.