

Tamiah Assevero

Toxic Beauty

4/29/23

Toxic Beauty

The beauty industry is a multi-billion dollar business that has thrived on the idea of "perfection" and "beauty" for centuries. From ancient times to the modern era, people have used cosmetics to enhance their physical appearance. However, the ingredients used in these products have been a topic of concern for many years. The documentary "Toxic Beauty" explores the dangers of cosmetic ingredients and how they affect our health.

The film begins by introducing the story of a woman named Mymy who was diagnosed with breast cancer. Mymy, a former beauty queen and model, was shocked to discover that her cancer was caused by a chemical found in her favorite brand of deodorant. Her story sets the tone for the rest of the documentary, which dives into the potential dangers of chemicals found in personal care products such as makeup, shampoo, and body wash.

One of the main points made by the film is that the United States is different from European countries when it comes to beauty product ingredients. In the United States, cosmetic companies are allowed to use over 10,000 chemicals in their products, many of which have not been tested for safety. The European Union, on the other hand, has banned over 1,300 chemicals from personal care products due to their potential harmful effects on human health. The difference in regulatory policies between the United States and European countries is due to the fact that the European Union operates under the precautionary principle, which means that a product must be proven safe before it can be sold. In contrast, the United States operates under

the principle of innocent until proven guilty, meaning that a product is allowed to be sold until it is proven unsafe.

In my opinion, the documentary is effective in raising awareness about the potential dangers of cosmetic ingredients. The film uses personal stories, scientific research, and interviews with experts to show the harmful effects of chemicals found in personal care products. The film also exposes the lack of regulation in the beauty industry and highlights the need for stronger safety standards. The documentary "Toxic Beauty" has helped to bring attention to the issue of harmful chemicals in personal care products and the lack of regulation in the beauty industry. The film encourages consumers to educate themselves about the ingredients in their personal care products and to advocate for stronger safety standards. It also provides a platform for experts and advocates to share their knowledge and experiences and to raise awareness about this important issue.

Some critics may argue that the film is overly dramatic and is trying to raise mass hysteria on these products. However, I believe that the documentary provides a balanced view of the issue by presenting both the potential risks and benefits of cosmetic ingredients. While the film does highlight the potential dangers of chemicals found in personal care products, it also acknowledges the benefits of these products in enhancing our physical appearance and boosting our confidence. Furthermore, the film offers solutions to the problem of toxic beauty. The film also supports having stronger regulation of the beauty industry to ensure the safety of consumers.

The documentary also highlights the gender inequality in the beauty industry, where women are disproportionately affected by the harmful chemicals found in personal care products. This is particularly concerning given that women often use more personal care products than men. The film argues that this is a systemic issue, and that the industry needs to take

responsibility for the impact it has on women's health. Moreover, the documentary also shows how the beauty industry markets products to consumers using false or misleading claims. The industry often uses terms such as "natural," "organic," and "chemical-free" to market products, even when these claims are not true. The film argues that this deceptive marketing makes it difficult for consumers to make informed decisions about the products they use.

The film has also sparked a larger conversation about the role of the beauty industry in society and the impact it has on our health and well-being. It has encouraged consumers to think more critically about the products they use and to demand greater transparency and accountability from companies.

In conclusion, the documentary "Toxic Beauty" is an important film that sheds light on the potential dangers of cosmetic ingredients and the lack of regulation in the beauty industry. The film is effective in raising awareness about the issue and offers practical solutions for consumers. It also highlights the need for greater transparency and accountability from the beauty industry. As consumers, we have the power to demand safer and more sustainable products, and it is up to us to take action and make a difference.