

Non Hydroquinone Lighteners

£9.27



HEALTH RISKS OF SKIN LIGHTENING PRODUCTS



WHAT IS COLORISM?

Discrimination and prejudice towards individuals with darker skin, and favoring people with lighter skin, rooted in toxic Eurocentric beauty standards stemming from racism and colonization



Many women and girls of color are pressured by marketing and society to buy toxic skin-lightener products which pose long-term health problems



People of color deserve to have access to non-toxic or non-dangerous personal care products, and to thrive and feel beautiful in every skin tone



STAY AWAY FROM THE BIG THREE: TOXIC CHEMICALS IN SKIN LIGHTENERS



HYDROQUINONE

Harmful health impacts include...

- Blurry eye vision and other eye damage
- Skin discoloration and rash (ochronosis)
- Skin cancer

Although hydroquinone can be found in products prescribed by doctors, **it is not safe to buy over-the-counter products** containing hydroquinone in personal care or beauty products.

MERCURY

Harmful health impacts include...

- Headaches, memory loss and other nervous system damage
- Skin discoloration and scarring
- Kidney damage
- Damages child's nervous system and cause learning and memory problems

Read the label!

- "Avoid contact with silver, gold, rubber, rubber, aluminum, or jewelry" likely indicates mercury presence

Sneaky ingredient names!

- Hg, mercuric iodide/chloride, mercurous chloride, ammoniated mercury, calomel, mercurio, amide chloride of mercury or mercury oxide

STEROIDS

Harmful health impacts include...

- High blood pressure leading to heart problems
- Skin damage, acne, and painful skin sores
- High blood sugar leading to diabetes

Steroids can be prescribed by your doctor and are approved for over-the-counter use for inflammatory skin conditions. **Misuse of steroid can cause potential harm.**

SHOPPING TIPS: HOW CAN I AVOID TOXIC BEAUTY AND PERSONAL CARE PRODUCTS?

INGREDIENT LABEL CHECK

Avoid the toxic "big three" (mercury, hydroquinone, steroids)

Be skeptical of products with a missing product label or handmade/handwritten product label. If key ingredient information is missing, you cannot conduct a proper label check.

DIFFERENT NAMES, SIMILAR PROMISES

- "Skin whitening/bleaching lotion"
- "Skin brightener"
- "Dark spot remover serum"
- "Skin evening cream"
- "Skin correcting soap"
- "Corrects uneven skin tone"


All of the above may contain toxic chemicals

ZIP CODE MATTERS

Where you live can affect your ability to find products that are not toxic.

WE ACT staff visited stores in Northern Manhattan and found that local salons and small beauty stores commonly sold toxic products.



 **COLUMBIA**
MAILMAN SCHOOL
OF PUBLIC HEALTH



For more info and shareable educational resources on skin lightening products, please see QR code for our web page.

Product Description

Safe & effective skin lightening without hydroquinone. Our Non Hydroquinone Lighteners brighten your complexion naturally, revealing radiant, even-toned skin.

Reveal your most radiant self with our Non Hydroquinone Lighteners, a revolutionary skincare solution designed to brighten and even your complexion without the harsh effects of hydroquinone. We understand the desire for a luminous, even skin tone, and we've formulated these lighteners with the utmost care, using only the safest and most effective natural ingredients. Experience a gradual, healthy lightening that improves the overall appearance of your skin, leaving it looking refreshed, revitalized, and undeniably beautiful. Say goodbye to uneven pigmentation and hello to a more confident, radiant you.

Unlike harsh chemical treatments, our Non Hydroquinone Lighteners work gently yet effectively to target dark spots, age spots, and hyperpigmentation. This means you can achieve a more even skin tone without the risks associated with hydroquinone, such as irritation, redness, and sensitivity. Our commitment to your skin's well-being is paramount, and that's why we've chosen to focus on potent, natural alternatives that deliver visible results without compromising your skin's health. You'll notice a significant difference in your skin's clarity and brightness over time, with a noticeable reduction in discoloration.

The secret lies in our carefully curated blend of powerful natural ingredients, each chosen for its unique skin-brightening properties. These ingredients work synergistically to reduce the appearance of dark spots, promote cell turnover, and enhance your skin's natural radiance. You'll not only see a visible improvement in your skin tone, but you'll also experience a noticeable improvement in skin texture and overall health. Feel confident knowing you're investing in a product that's both effective and safe for your skin.

Our Non Hydroquinone Lighteners are perfect for all skin types and tones, making them a versatile addition to your skincare routine. We've developed a gentle yet powerful formula that's suitable for even the most sensitive skin. Experience the transformative power of

natural skin lightening, and unveil a more radiant, confident you. Embrace a healthier, brighter future for your skin with our effective and safe alternative to traditional hydroquinone-based lighteners.