

Surviving Your Shower

By Ms Toi

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[www.MsToi.com](http://www.MsToi.com)

Do you start your day like many Americans with a morning shower? Well, you could be putting your health at risk every time you do. The average American uses approximately 9 personal care products each morning that contain ingredients that have been scientifically linked to serious health hazards. Your morning shower that helps you start your day refreshed and invigorated may actually be contributing to more toxins in your body than the dirt you are attempting to wash off.

Personal care products sold in the United States commonly contain chemicals linked to cancer, birth defects, infertility, and other health problems. These products include your shampoo, conditioner, deodorant, lotion and even your soap. Beware; no one in the family is safe. These toxic ingredients can be found in products marketed as “safe for children”. A recent study found some children’s bath products containing the chemical 1,4-Dioxane. 1,4-Dioxane is a petroleum derived contaminant that is considered a probable human carcinogen by the U.S. Environmental Protection Agency.

You might ask; how can they do this? It must be safe if it is on the store shelves. Unfortunately, this is not the case. Cosmetics and personal care products are the least regulated products in the U.S. market. This allows loopholes for manufacturers to legally use many ingredients in their formulations without testing. Even when an ingredient has been tested and found to be a health hazard, companies are still allowed by our government to market and sale products that include ingredients that have been documented as harmful.

So you think you’re safe if you purchase personal care products labeled as “natural” or “organic”? Think again. Unlike the food industry, there are no legal standards for “natural” or “organic” in the labeling of personal care products sold in the United States. This means that manufacturers can use these terms for marketing purposes. In addition, they are not even required to provide a list of all the ingredients used in the formulation of their products.

Take Clairol Herbal Essences shampoo, the top-selling shampoo in the United States, as an example. Until recently, it claimed to offer consumers an "organic experience". However, even with its claims, this product contains over a dozen cancer-causing synthetic petrochemicals.

So what defense can the manufacturers used to justify this assault? Many use the minimum exposure defense. They claim that it is only a small amount of the toxin, thus posing no threat. This may be a workable defense, except, with each morning shower your body is absorbing more and more toxins from your personal care products. The repeated exposure eventually causes the body to develop a toxic overload which can lead to various serious health issues.

So, what can you do to survive your morning shower? Be sure to take part in Sevananda’s Beauty Watch program. Healthy beauty expert, Ms Toi, will be teaching *6 Tips to Survive Your Morning Shower* in January 2013. Learn what ingredients you should avoid in your personal care products. Also, learn safe and natural alternatives to the products you use.

If you miss *6 Tips to Survive Your Morning Shower*, it could be a hazard to your health.