

## **Save a Generation from the Sleeping Beauty Epidemic**

*by Ms Toi*

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Once upon a time in a far, far, far away place called California, a group of passionate young women in collaboration with the National Campaign for Safe Cosmetics inspired teens across the nation to work together and create change. They awakened many sleeping beauties to the dangers of their beauty routines. Their mission was to educate the public about existing toxic chemicals found in cosmetics and personal care products and to advocate for legislation that protects our right to health. This teen campaign played a key role in the passage of Senate Bill 484, The California Safe Cosmetics Act in October of 2005. Unfortunately, there are still many sleeping beauties, unaware of these dangers. More must be done.

“Mirror, Mirror, on the wall who’s the fairest of them all?” This simple fairy tale quote has become a creed that many young women live by. The media bombards them with images of so-called ideal beauty. This has created an unhealthy obsession within our culture about appearances. This unhealthy obsession has resulted in the development of unhealthy consumer habits among young women that can be deadly.

Based on celebrity endorsements and advertising, young women, innocently, purchase the latest cosmetics and beauty products to obtain a must-have look. However, these innocent purchases are creating a ticking time bomb inside of their bodies. With the cosmetics industry being the least regulated industry in the United States, many popular beauty brands formulate their products with toxic chemicals that have been scientifically linked to cancer, hormonal disruptions, and neurological damage.

According to the Campaign for Safe Cosmetics, the average woman uses twelve personal care products every day. The problem comes from the fact that more often than not, each of these products contains toxic ingredients. The human body is designed to eliminate toxins. However, when toxins are introduced into the body at a faster rate than can be eliminated, the body experiences body burden.

In an effort to protect itself from the build-up of toxins, the body develops fat cells. Excess toxins and heavy metals are stored in these fat cells to keep them from harming our vital organs. This is one of the main contributing factors to the rising epidemic of obesity among young people. The body burden issue even affects our unborn generation. Toxins stored in a young woman’s body will consequently be passed to her fetus during pregnancy. This promotes the early development of many health challenges in children which will decrease the quality of their adult lives.

The solution to the problem of toxic beauty products is not found in any fairy tale. It is important to teach young women to become informed consumers and choose safer, healthier cosmetics and personal care products. It is also important to teach young women about their unique, innate beauty that comes from within and that cannot be purchased. Sevananda’s Beauty Watch program is providing this information in an effort to help young women create happily ever after lives.

Stay connected to the Beauty Watch at Sevananda for the latest information on healthy beauty. Also, look out for the upcoming Ms Toi TWEENS for Healthy Beauty Workshops in 2013. These workshops will provide an opportunity for tweens and young women to learn how to avoid toxic ingredients and how to make their own healthy cosmetics and beauty products. For more information on healthy beauty visit [www.MsToi.com](http://www.MsToi.com) . Also, tune into WRFG 89.3 FM the first Monday of each month from 4:30-5:00pm for the Sevananda Beauty Watch update.