



Beauty Heroes Official Ingredient Standard:

Beauty Heroes was started to bring focus to the ingredients in skincare. We are serious about healthy beauty and follow a strict ingredient standard. Our product selections never contain any of the cosmetic ingredients banned for use in the **United States, European Union, Canada, or Japan**. Over and above international standards, our selections also do not contain any ethoxylated ingredients, propylene glycol, phenoxyethanol, synthetic fragrance or any of the ingredients listed on our **Villain Ingredient List**. The majority of our products are vegan – although you may occasionally find a product that contains honey. Most of our products are verified as being gluten and GMO-free and we note this at the bottom of each product page in our **healthy beauty shop**. All of our brands verify that their products and raw ingredients have never been tested on animals.

Proposed iBE Ingredient Standard

In an effort to provide iBE exhibitors a manageable list of ingredients that must not be present in their products in order to be distinguished as meeting your 'clean/green standard', below is a comprehensive list of ingredients you can use to qualify brands. There are far more ingredients that are regarded as harmful or toxic, but if a product line does not contain any of the below 45 ingredients, it will most likely not contain any of the other, lesser used toxic ingredients.

Avobenzene
BHA/Butylated Hydroxyanisole
Bisphenol A
Benzophenone
Benzalkonium Chloride
Cetareth Glycol
Coal Tar
Cocamide DEA
Diazolidinyl Urea
Dibutyl Phthalate
Diethanolamine
Dimethicone
DMDM Hydantoin
EDTA/Ethylenediaminetetraacetic Acid
Formaldehyde
Fragrance 'Fragrance' or Parfum

Homosalate
Hydroquinone
Imidazolidinyl Urea
Lanolin
Lead
Methylisothiazolinone
Methyl Cellosolve
Mineral Oil
MEA/Monoethanolamine
Octinoxate
Octocrylene
Oxybenzone
PABA/Para-aminbenzoic acid
Paraben – Methyl, Propyl, Butyl, Ethyl –
PEG/Polyethylene Glycols
Phenoxyethanol
PTFE/Polytetrafluoroethylene
Propylene Glycol
Quaternium-15
Resorcinol
Retinol
Sodium Laureth Sulfate
Sodium Lauryl Sulfate
Synthetic Pigments or Dyes
Talc
Thimerosal
Toluene
Triclosan
TEA/Triethanolmaine