

## THE NAQED CLEAN DICTIONARY

The world of beauty has been a cruel one for decades. From testing on animals, to using ingredients and packaging that harm our environment and health. But finally we have a chance to make it or break it. And this is our motivation number 1! To make sure you, your health and our planet don't have to suffer. We want beauty industry to bring joy and to become fun again. So when life gives you lemons, make sure they are clean. How? Understand what you buy and what you use. Every little step counts.

### **Clean**

Or we could simply say *safe* – for humans, planet Earth and its animals. *Clean* means the production of a beauty product should have considered human and environmental health using a nontoxic formula.

### **Clean beauty**

The definition may vary, but usually it is skin care and makeup safe for humans that do not cause skin irritation or inflammation, body system disruptions or ill effects.

The used ingredients can be natural or synthetically derived. To put it down in our language, you might get a plant-based ingredient that can cause an inflammation of your skin, which will thus not be considered clean. On the other hand, you can get a lab-derived hyaluronic acid, which will be safe for you, your skin and our planet. And therefore it is considered clean.

*Clean beauty is mostly defined by ingredients, which are not included rather than those, which are.* The ingredients chart does not include parabens, synthetic fragrances (with phthalates), synthetic dyes/flavors, formaldehyde releasers, the sunscreen ingredient oxybenzone, PEG compounds or sodium lauryl sulfate, etc. For more information, delve into our very detailed chart here. **(Downloadable pdf)**

**Clean products** are those free of known or suspected toxins.

### **Cruelty-free**

Products that are not tested on animals, and don't involve animal testing at any point in the production process.

Cruelty-free products can be (but aren't always) vegan. Cruelty-free generally speaks to the process by which a product is created, while vegan refers to product ingredients.

### **ECOCERT**

ECOCERT is a non-government organic certification agency that was founded in France in 1991. Though it is based in Europe they certify cosmetic products as well as household and food all over the world. The ECOCERT standard is that 95% of the ingredients must be plant-based and 10% of all ingredients by weight must come from organic farming. Also, the formulation must have an absence of GMO, parabens, phenoxyethanol, nanoparticles, silicon, PEG compounds, synthetic perfumes and

dyes, animal-derived ingredients unless naturally products such as milk and honey. The packaging must be recyclable as well.

### **FRAGRANCE-FREE VS. UNSCENTED**

These two similar words mean different things.

**Fragrance-Free** – No synthetic fragrance has been added to the product. This means you may smell the natural scent of cocoa butter or pomegranate oil, as they are naturally fragrant, but completely derived from nature.

**Unscented** – This means no particular scent was chosen for the product. However, that doesn't mean a light fragrance agent wasn't added to cover the scent of ingredients that may not be appealing.

### **GLUTEN FREE BEAUTY**

In beauty and personal care products, wheat-based ingredients like hydrolyzed wheat protein or wheat germ oil are used as hydration or cleansing agents. Gluten-free products will obviously not contain these ingredients.

The good news is the gluten molecule is too large to penetrate the barrier of the skin. So for people with true medically diagnosed Celiac disease or gluten sensitivities the only concerns would be products that could accidentally end up in your mouth like lip products, toothpaste, shampoo running down the face in the shower etc. This is because the reaction to gluten happens within the intestines. So as gluten-intolerant or allergic, I can easily use any product.

So are gluten-free products important for people without Celiac or gluten sensitivities? Nope, not at all.

### **GMO-free or non-GMO**

Products made with ingredients that have not been genetically modified.

### **Green**

Products made in an environmentally friendly way. This might include using ingredients that won't pollute the ecosystem when disposed of, using recycled materials to make packaging, or powering a company's factory with solar. Basically, it's good for the environment and brand may partake in one or several green initiatives.

**Green beauty** has several associations:

Plant-derived

Vegan

Cruelty-free

Eco-friendly

Sustainably sourced

### **Greenwashing**

Greenwashing is the process of conveying a false impression or providing

misleading information about how a company's products are more environmentally sound. Yes, that's right – there are still companies who will use techniques to make “natural” claims with minimal effort. So, make sure to read the ingredients to get a better sense of what's really in every “natural” product!

### **Hypoallergenic**

Products excluding ingredients that commonly cause allergic reactions in susceptible people. Note that hypoallergenic products are not *guaranteed* to not cause an allergic reaction.

### **Natural**

When you see the stamp natural on a product, make sure to investigate. Because The definition of “natural” isn't 100% clear and therefore some companies and individuals use this stamp to seem green, yet they are not entirely.

Some companies or individuals use “natural” to describe products made exclusively from botanicals. Others use it to promote products that contain a percentage of plant-derived ingredients, while also including suspected toxic ingredients. What the heck, right?

So to close this up, don't let yourself be fooled by the word “natural”, as it isn't the most useful or descriptive word when it comes to cosmetics. Look for non-toxic or clean, green, sustainable and other “good” words.

### **Non-toxic**

Products formulated without toxins. “Non-toxic” means the same thing as “clean

### **Organic**

Products containing agricultural or food ingredients are certified organic. Cosmetics – due to dye and pigmentation, among other things – typically contain non-agricultural ingredients, which are grown without the use of pesticides, herbicides, synthetic fertilizers, GMO, sewage sludge or ionizing radiation. It could take up to 5 years to clear soil of these substances.

### **Sustainable**

Sustainable goes hand in hand with green. It means that the ingredients on the inside of the package—including how those ingredients were sourced—and the packaging itself should not be harmful to the planet.

Truly sustainable ingredients are those that are ethically sourced and proven to be safe for the environment, with sustainable or no-waste packaging being defined as glass packaging, biodegradable packaging, post-consumer recycled packaging, or the ability to recycle empty bottles appropriately.

### **Synthetic**

Whether us plant lovers would like to admit it or not, plants can be inconsistent in

their makeup and contain a ton of natural chemical compounds within them which can cause an allergic reaction more so than a lab-made ingredient. So for the sensitive or reactive skin types using natural ingredients may be something to be mindful of.

Synthetic ingredients are also more humane and sustainable. For example, the ingredient hyaluronic acid, which is found in many serums, moisturizers and toners is/can be made of chicken combs or the eyeballs of slaughtered animals. Labs can produce vegan hyaluronic acid from bacteria or plants. Same goes for squalene which was once derived from shark liver oil and considered pretty pore clogging. Nowadays, it's derived from olive oil or sugar and it's put through a hydrogenation process (in a lab) to produce humane, stable and non-pore clogging squalane. Bottom line, there is a difference between safe synthetics and potentially harmful synthetics.

### **Vegetarian**

This means no animal part is in the formula, but animal by-product ingredients are allowed such as beeswax, honey or milk proteins.

### **Vegan**

This is defined by no animal ingredients and no animal by-product ingredients used whatsoever.

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### **Claims to be cautious of:**

Organic  
All-natural  
No harmful chemicals  
Hypoallergenic  
Cruelty-free

SOURCES: Harper's Bazaar, Goop, Naked Poppy, Think Dirty (The app)

<https://nakedpoppy.com/blog/your-cheat-sheet-of-clean-beauty-terms/>