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## Support for the Beauty Justice Act (S.2057A / A.2054A)

June 13, 2025

Dear members of the New York State Legislature,

We, the undersigned, are businesses headquartered in or with significant commerce across New York. Collectively, we directly contribute to the health of the state's economy through the products we manufacture, the taxes we pay, the workers we employ, the local services we use, and the communities we support. We are writing to strongly urge you to pass the Beauty Justice Act ([S.2057A](#) / [A.2054A](#)), which bans the worst toxic ingredients in personal care and cosmetic products, particularly those that have disproportionately impacted women and people of color.

Many personal care products contain chemicals linked to a broad range of serious health impacts. By banning many of the worst chemicals, this legislation is an important step toward ensuring the safety of New Yorkers and encouraging creation of additional safer alternatives, driving economic innovation. Consumers are demanding change. Responsible businesses are already using safer alternatives and adapting to market shifts. Many governments are taking action. New York can and should lead on this issue.

The undersigned are businesses which care deeply about the health and well-being of our clients and their communities and are committed to being part of the solution. We believe this legislation is critically important because:

- **The health impacts are significant.** Many of the personal care and cosmetic products that New Yorkers use every day contain chemicals of concern that can cause or contribute to serious, rising, chronic health issues such as cancer, asthma, developmental challenges, infertility, obesity and more.<sup>1</sup>
- **Exposures are numerous and frequent.** Americans use an average of 10 personal care products a day beginning in infancy with products such as baby shampoo and continuing throughout our lives. Even prenatal exposure to certain chemicals is occurring.

- **Small exposures can have large consequences.** Minor exposure to some chemicals can trigger dramatic changes in our bodies. For our endocrine systems, a small dose of certain chemicals will trigger a qualitatively different and sometimes greater hormonal response than a larger dose of that same chemical. In addition, cumulative effects of repeated exposure are equally or more dangerous.
- **These broad health impacts have long term economic costs.** We pay for our public health crisis through social services and employee absenteeism, which is especially challenging for small businesses that drive our economy. Now more than ever, we must fight to keep New Yorkers healthy. A healthy citizenry is essential to a strong economy, and preventing illness should be the utmost priority.
- **Consumers are demanding transparency and safer products.** Consumers have become more aware of toxic ingredients in products and are demanding change. A recent poll showed that 93% of registered voters agreed on the importance of removing harmful chemicals from our everyday products, even if it means increasing the price of the product.<sup>2</sup> This represents both a risk to companies that are less transparent and an opportunity for companies that are more transparent and committed to products with safer ingredients. The now burgeoning Clean Beauty industry includes many New York based companies. There is also a New York State based certification program, MADE SAFE, that covers personal care and cosmetics as well as numerous other products.
- **Corporations have taken action.** Many popular manufacturers have demonstrated the ability to make safer personal care products by voluntarily removing harmful chemicals. For example, Avon, Revlon, L'Oreal, and Estee Lauder all prohibit the use of phthalates in their products. Revlon has also removed BHA. Johnson & Johnson has gone further, in a series of reforms that have resulted in the removal of 1,4-dioxane, formaldehyde, many parabens, triclosan, and certain fragrance chemicals.<sup>3</sup> Though this is progress, it still falls short of European standards and regulation, as well as the many responsible companies in the United States that are adhering to higher standards and transparency.
- **Other governments are taking action.** The European Union prohibits the use of carcinogenic, mutagenic, or toxic substances in cosmetic products, and the Canadian government prohibits or restricts hundreds of harmful chemicals that are currently permitted for use in the U.S.<sup>4,5</sup> California banned 24 toxic chemicals from cosmetics products, and other states such as Maryland and Washington have followed suit.<sup>6,7,8</sup>

In conclusion, we, the undersigned, urge you to pass the Beauty Justice Act. Implementation of this legislation will go a long way towards protecting public health and the environment and providing a commercial opportunity for companies that can meet the ever-growing demand for safer and non-toxic personal care products. Thank you.

Sincerely,

B Natural LLC

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<sup>1</sup> <https://www.nytimes.com/2023/02/15/well/live/personal-care-products-chemicals.html>

<sup>2</sup> <https://prheucsf.blog/2022/10/11/poll-voters-agree-on-need-for-more-protections-from-chemicals/>

<sup>3</sup> <http://www.ny2aap.org/pdf/PotentiallyToxicChemicalsPersonalCareProducts.pdf>

<sup>4</sup> [European Commission, Annex II: List of Substances Prohibited in Cosmetic Products](#)

<sup>5</sup> [Government of Canada. \(2019\). Cosmetic Ingredient Hotlist.](#)

<sup>6</sup> [Office of Governor Gavin Newsom. \(2020\). Governor Newsom Signs Legislation Making California First in the Nation to Ban Toxic Chemicals in Cosmetics.](#)

<sup>7</sup> [Maryland consumer protection bill becomes law](#)

<sup>8</sup> <https://toxicfreefuture.org/washington-state/campaign-2023-washington-state-cosmetics-bill/>