

**MEMORANDUM IN SUPPORT OF S.2057B (Webb) / A.2054B (Glick)**

**NAME OF BILL:** **Beauty Justice Act**

*An act to amend the environmental conservation law, in relation to the regulation of ingredients in personal care products and cosmetics.*

**SUMMARY:**

This legislation bans the sale of personal care products and cosmetic products that contain certain intentionally added heavy metals and harmful toxic substances, including phthalates, VOCs, PFAS, and others. This legislation also bans the sale of products with lead and lead compounds at specified levels that were not intentionally added. It also provides guidance on the identification and regulation of chemicals that release formaldehyde.

**STATEMENT OF SUPPORT:**

Consumer Reports (CR), the independent, nonprofit and nonpartisan organization, is committed to advocating for safe, high-quality products for consumers.<sup>1</sup> The lack of strong federal health and safety standards for cosmetics and personal care products has resulted in millions of consumers, particularly Black women and girls, being unknowingly exposed to toxic chemicals that threaten their health. A study published in the American Journal of Obstetrics and Gynecology found that women of color are disproportionately exposed to toxic chemicals from cosmetic products compared to white women.<sup>2</sup>

Thousands of chemicals are used in cosmetics and personal care products and many pose no known health risks to consumers. However, there are also hundreds of chemicals with known or strongly suspected connections to health issues like asthma, allergies, hormone disruption, neurodevelopmental problems, infertility, and cancer. Many of these toxic chemicals, including those addressed in this bill, are already banned in food, children's products, and other consumer products. New York State has the opportunity to lead by banning many of the same toxic chemicals in cosmetics and personal care products.

**In 2024 and 2025, CR tested 40 popular brands of synthetic and natural braiding hair for heavy metals and volatile organic compounds (VOCs).<sup>3</sup> The test results were troubling—all of the hair**

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<sup>1</sup> *5 Ingredients to Watch Out For in Beauty and Personal Care Products*, Consumer Reports, Feb. 2026, [www.consumerreports.org/product-safety/concerning-ingredients-in-cosmetics-beauty-products-a1142118686](http://www.consumerreports.org/product-safety/concerning-ingredients-in-cosmetics-beauty-products-a1142118686).

<sup>2</sup> *The environmental injustice of beauty: framing chemical exposures from beauty products as a health disparities concern*, American Journal of Obstetrics and Gynecology (2017), [www.ajog.org/article/S0002-9378\(17\)30862-1/fulltext](http://www.ajog.org/article/S0002-9378(17)30862-1/fulltext).

<sup>3</sup> *We Found Heavy Metals and VOCs in CR's Follow-Up Braiding Hair Investigation*, Consumer Reports, Feb. 2026, [www.consumerreports.org/health/wigs-hair-extensions/braiding-hair-heavy-metals-vocs-follow-up-test-a9549045438](http://www.consumerreports.org/health/wigs-hair-extensions/braiding-hair-heavy-metals-vocs-follow-up-test-a9549045438); *Dangerous Chemicals Were Detected in 100% of the Braiding Hair We Tested*, Consumer Reports, Feb. 2025, [www.consumerreports.org/health/wigs-hair-extensions/dangerous-chemicals-detected-in-braiding-hair-cr-tested-a4850978424](http://www.consumerreports.org/health/wigs-hair-extensions/dangerous-chemicals-detected-in-braiding-hair-cr-tested-a4850978424).

**samples contained VOCs, including acetone, as well as chemicals that may cause cancer. Lead was detected in 38 of 40 products.** Braids are typically worn for about four to six weeks, meaning the Black women and individuals who use synthetic braiding hair could experience negative health impacts from continued exposure over that time.

**In 2025, CR also tested 23 popular brands of hair color products—21 boxed dyes and two temporary hair chalks—for heavy metals and VOCs.<sup>4</sup> CR found that many products contained VOCs addressed by this bill.** Six contained toluene, a chemical used as a solvent that is a pulmonary irritant and is toxic to the central nervous system. Four contained DEHP, a phthalate that has been linked to a variety of potentially concerning health issues, including high blood pressure and reproductive harm. CR also found trace amounts of benzene in one product and trace amounts of arsenic in four products.

The Beauty Justice Act would help to ensure that cosmetics and personal care products, including synthetic braiding hair and hair dyes, are free from the intentional addition of toxic chemicals for New Yorkers. The European Union prohibited the use of carcinogenic, mutagenic, or toxic substances in cosmetic products in 2009, and Canada also prohibits or restricts hundreds of harmful chemicals that are still used in cosmetics and personal care products in the United States. California, Maryland, and Washington State passed similar laws banning toxic chemicals in cosmetic products, each of which took effect on January 1, 2025. Legislation has been introduced in more than a dozen other states to ban toxic chemicals in cosmetics and personal care products. The moment to act is now, as the markets continue to grow. In 2022, the U.S. market for cosmetics surpassed \$ 87.70 billion, and it is expected to reach to \$ 150.50 billion by 2032.<sup>5</sup> Demand for personal care products is also expected to grow from a market size of \$ 73.85 billion in 2023 to \$ 136.05 billion by 2033.<sup>6</sup>

Given these considerations, **Consumer Reports strongly urges you and your colleagues to support S.2057B / A.2054B – The Beauty Justice Act** to regulate harmful ingredients in personal care products and cosmetics, fill the gap in federal regulation and oversight, and hold manufacturers of cosmetic and personal care products accountable for the safety of the products they sell.

Sincerely,

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<sup>4</sup> *Some Boxed Hair Dyes Contain Fewer Toxins Than Others*, Consumer Reports, Apr. 2026, [www.consumerreports.org/health/hair-color-dyes/hair-dye-tests-heavy-metals-vocs-phthalates-a1078498826](https://www.consumerreports.org/health/hair-color-dyes/hair-dye-tests-heavy-metals-vocs-phthalates-a1078498826).

<sup>5</sup> *Cosmetics Market Size Estimated to Reach USD 661.12 Bn by 2032*, Precedence Research, Dec. 2023, [finance.yahoo.com/news/cosmetics-market-size-estimated-reach-150000129.html](https://finance.yahoo.com/news/cosmetics-market-size-estimated-reach-150000129.html).

<sup>6</sup> *U.S. Personal Care Products Market Size, Share & Trends Analysis Report By Product, By Gender (Men, Women), By Age Group, By Distribution Channel, And Segment Forecasts,- Industry Analysis, Size, Share, Growth, Trends, and Forecast 2024-2033*, Nova One Advisor, last accessed: Apr. 15, 2026, [www.novaoneadvisor.com/report/us-personal-care-products-market](https://www.novaoneadvisor.com/report/us-personal-care-products-market).