

Non-Toxic Beauty

CLEAN BEAUTY | SAFE SWAPS



*My guide to non-toxic beauty and how I've gone from
point A to point B in the matter of months.*

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WHY NON-TOXIC *beauty*

Clean beauty (or non-toxic beauty) means that a product is safe, non-toxic, and has transparent labeling of ingredients. Just because a product is organic, natural, or green, doesn't mean it's non-toxic. The FDA doesn't regulate or define claims often used in greenwashed products.

Clean beauty also means that the product is not tested on animals. There are plenty of skin care companies that test on animals for the purpose of making their products safer for humans to use.

So what can you do to make sure you are clean? Well first off, read labels carefully. Look for products that are free from parabens and sulfates—two synthetic preservatives that can be linked to cancer and hormone disruption, respectively. Also look to see if the company is cruelty-free - this matters, too!



Hi, friend! I'm Markel-- wife, new mama, & dog lover. I began using nontox products over 5 years ago & have become really passionate about helping others do the same! It does not have to be a big scary process. So grab your fav drink, cozy up, & let's dive in together!

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4 steps to DITCH + SWITCH

STEP 1

STEP ONE | MAKING THE DECISION

the fact that you decided to download this clean beauty guide already says you've taken a step in the right direction! that is huge! take a deep breath & let me show you some of my favorite clean beauty products.

STEP 2

STEP TWO | MAKING A PLAN

think about what category you want to focus on first- skin care? make-up? home products? in this guide, we're going to focus on skin care, hair growth support, make-up, and a few diys to try. the average woman is exposed to 168 chemical ingredients daily!! who says that is okay?! we have to know better to do better, friend.

STEP 3

STEP THREE | DITCH & SWITCH

let's say you just ran out of your face wash that doesn't have the cleanest ingredients. time to find a new & cleaner option! this goes for anything- skincare, make-up, hair products, etc. don't rush it. take it slow. & enjoy the process. I'm going to show you some of my favorite products in this guide.

STEP 4

STEP FOUR | KEEP IT UP!

you do not have to go throw away everything you currently own right this minute. keep taking small steps in the right direction in finding clean beauty options that work for you! most of my favorites come from young living, but I have a few other fav places to grab things that I will share, too!

Non-Toxic Favorites



FOR SKINCARE



CBD BEAUTY BOOST

a luxurious blend of CBD & rose essential oil, this beauty boost helps to moisturize your skin & reduce the appearance of redness, fine lines, & wrinkles.

This is for you if you're looking for deep moisturization!

[SHOP](#)

SATIN MINT FACIAL SCRUB

this gently exfoliates and invigorates skin with apricot seed powder and peppermint. a morning shower fav around here!

[SHOP](#)

BLOOM SKINCARE COLLECTION

this brightening trio reveals radiant skin and leaves your face feeling fresh and smooth. it cleans and hydrates skin naturally with the help of plumeria flower extract, sodium hyaluronate, and pracaxi seed oil. helps improve the appearance of dull, uneven skin, its your secret to a natural, youthful glow.

[SHOP](#)

Fave DIY *to try*

BODY BUTTER



BASIC INGREDIENTS



cocoa butter



shea butter



coconut oil



olive oil

INSTRUCTIONS

1/2 c of cocoa butter, shea butter, coconut oil, & olive oil
1/2 tsp essential oils (or more to your preferences)

[click for full recipe on pinterest](#)

Non-Toxic Favorites



FOR HAIR



MIRAH HAIR OIL

as somebody who uses heat on their hair daily & colors it on the regular (lowtox lifestyle, remember?), this saves the ends of my hair! apply while hair is still wet to rid hair of flyaways and frizz and make hair silky, shiny, and smooth

[SHOP](#)

CEDARWOOD ESSENTIAL OIL

this is among my favorite beauty and personal care products! before washing hair, massage cedarwood into your scalp & let sit. this promotes hair growth & moisturization

[SHOP](#)

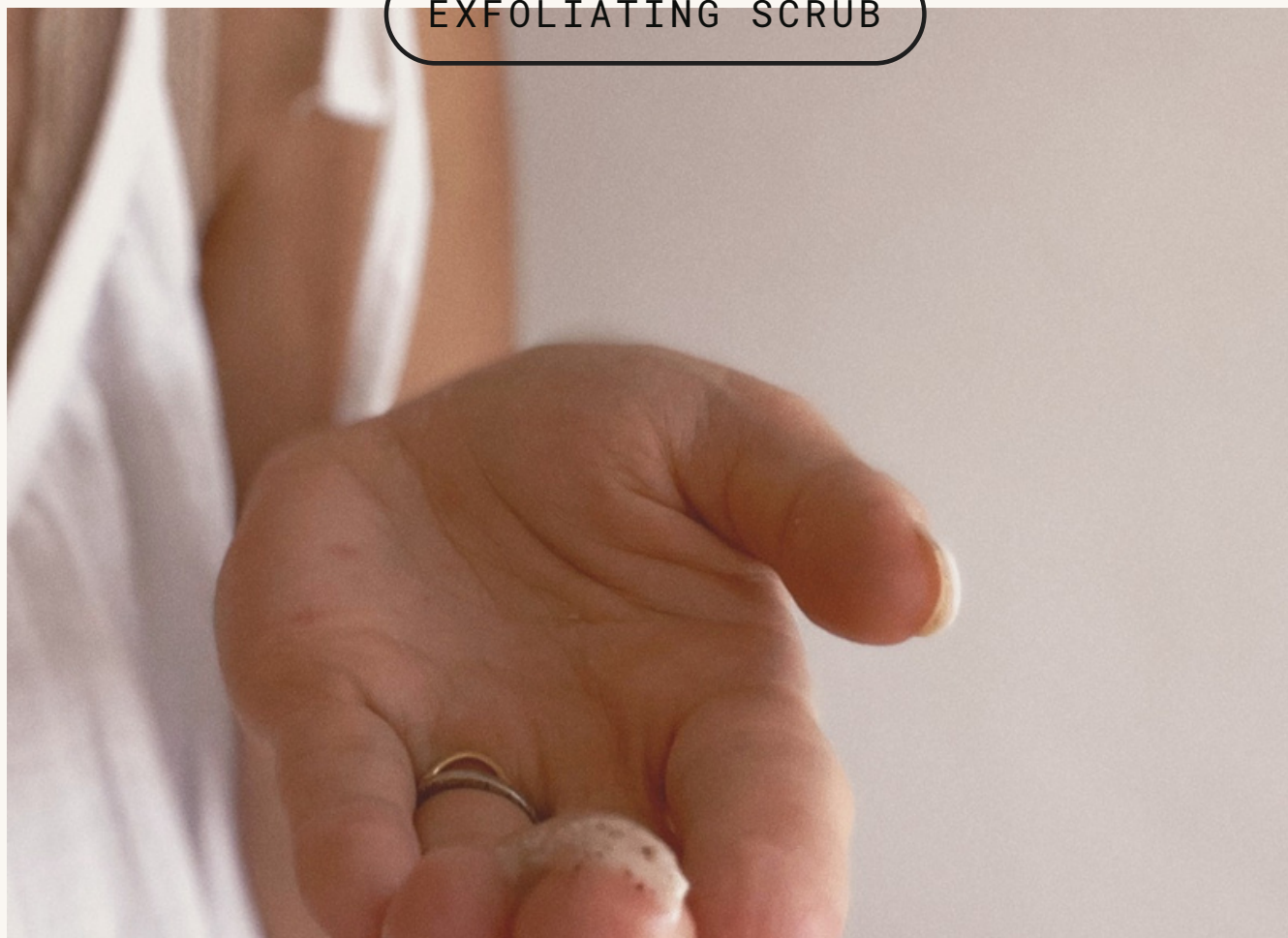
INNER BEAUTY COLLAGEN

flavorless powder that reduces the look of wrinkles in 3 weeks, improves skin smoothness & elasticity, supports healthy hair, skin, & nails, & more!

[SHOP](#)

Fave DIY *to try*

EXFOLIATING SCRUB



BASIC INGREDIENTS



coffee grounds



coconut oil



essential oils

INSTRUCTIONS

coffee grounds, coconut oil, and whatever essential oils you prefer!
i love using any combo of peppermint, stress away, cypress, grapefruit, or eucalyptus

simply mix all the ingredients together (you don't need a lot of coconut oil-the texture should be very gritty from the grounds). rub all over your body in the shower & let it sit for a minute or two before rinsing.

Non-Toxic Favorites



FOR MAKEUP



TULA EYE BRIGHTENING BALM

roll this cooling balm under your eyes before applying makeup to brighten & reduce the look of dark circles! it feels & looks amazing!

SHOP



TARTE TARTELETTE TUBING MASCARA

it can be hard to find a clean mascara that holds up to the test of the day, but this one has done amazing! makes lashes look extremely long

SHOP



MERIT

All of these products are made with nourishing, non-pore clogging ingredients that help support the integrity of your skin and leave it looking better long after taking your makeup off.

SHOP

Ingredients to Avoid

✦ MY LIST OF INGREDIENTS TO AVOID ✦

there are so many ingredients that can be scary. I focus on the following four. but here is where I've found a bigger list with great information- [18 ingredients to avoid](#)

1

fragrance

when an ingredient label simply says “fragrance” or “parfum,” it’s often an umbrella term for hundreds of chemicals that brands aren’t required to disclose

2

formaldehyde

despite research that classifies formaldehyde as a known carcinogen, it’s still fairly common ingredient in hair straightening products, nail polish, eyelash glue, and an array of other cosmetics!

3

phthalates

have been known to be pretty significant endocrine disruptors—in some cases facilitating early puberty in girls and boys, and reduced sperm count in men

4

parabens

preservatives that are found in a variety of cosmetics. probably the most well-known ingredient to avoid due to a 2004 research paper that that appeared to find traces of parabens in breast cancer tissue samples