



Fatal Conveniences™: Eyeliner & Mascara

[00:00:00] Fatal Convenience

Darin: There is a growing consumer demand for mascara and eyeliner. It remains essential to properly grasp the dangerous chemicals found in these products. Parabens, phthalates, petroleum, Teflon, all find themselves implemented by nearly all popular consumer brands out there. Unfortunately, many of these dangerous substances found in mascara and eyeliners just keep showing up like propylene glycol which we've done its own episode on. With a surge of popularity primarily due to aesthetic reasons, it seems appropriate now to ponder whether instituting a more natural look or certainly finding products that are not harming you. It might offer more beauty in the long run, both inside and out.

[00:00:58] Fatal Convenience Intro

Darin: Welcome to fatal conveniences where we address the things we may be doing in our daily lives that are actually harming us, and in some cases, slowly killing us. Tap water, Teflon, caffeine, blue light, food additives, you name it, we dive into it. We take a critical look at everyday products that really are affecting us and our bodies and the environment and how we can avoid them and find a solution. So, let's dive in.

[00:01:50] A brief history of the use of eyeliner

Darin: Have you all seen the Egyptians and Mesopotamians 10,000 BC, it has been known that both men and women utilized coal? Well, it's black, you can highlight the eyes, why not? Romans used coal as eyeliner. Chinese, both men, and women made of coal portrayed social status. In the 1920s, women broke free from society constraints and began experimenting with eyeliner to copy Hollywood actresses. It highlights the eyes, makes them more charismatic and communicative. We all know those early films and even silent films. So eyeliner market exploded, Maybelline, Revlon, Max Factor, all of these prominent ones hit the marketplace. Then even in the 1930s, actually not wearing makeup was not being a proper woman. Now, in 2020, the eyeliner market was valued at \$3.6 billion dollars. 2028, it's expected to be over 9 billion, so it's not a small thing. Obviously, it's convenient because of the appearance, it highlights the eyes, kind of simple, ritualistic in a sense, easy to use. It's quick and can make a dramatic effect just by putting eyeliner on. So what makes it dangerous? Where does it go sideways? Well, the skin itself, different regions of the body have different levels of strength of the skin, have different thicknesses, and it just so happens around the eyes is super thin and highly absorbable.

[00:03:40] So, is eyeliner and mascara really that bad?

Darin: So now, putting makeup on is even at a higher risk with these nasty chemicals that go right into our system. Mascara, because of these dangerous parabens and phthalates, goes right into the skin. In a published study that followed 100 girls and their makeup routine, researchers first measured the participant's level of parabens and phthalates via the urine



samples and they found it showed up right away in the urine. That's scary, it goes right in. What goes on the skin goes in the body and it shows up really quickly. The good news is once they switched to paraben-free, phthalate-free, the clean products, it merely took about three days for the body to clean that up. That's awesome. 25% to 45% reduction in chemicals happened in a very short amount of time. There's not tons of research on this but scientists believe that the eyes play an important part of the exposure because of this mucosal membrane that is so close to the nose and the eyes itself. Some common ingredients here are alcohol denat, ammonium, copolymers, fragrances, glycerin, magnesium citrate, mineral oil, PEG-6, propylene glycol. Obviously, I can't get into all of these things and different colorants and everything else. The first thing that shows up in eyeliners is carbon black, it's a dark black powder pigment that's used in mascara and also lipsticks. This is made from petroleum oil. It is commonly known as D&C black no.2, acetylene black or channel black, or thermal black. These are not approved to be utilized near the eye in the US, so be on the lookout. Essentially, these are poisons putting around the eyes. It has been linked to incidents of cancer and negative effects on organs. Then there's this other compound called ethanalamine compounds, MEA, DEA, TEA, and others and all over in personal care products, as well as obviously, the mascara and eyeliner and is absolutely carcinogenic. Then, of course, lead, which is a very dangerous accumulation. It can cause everything from obviously lead poisoning than abdominal pain, constipation, being tired, headachy, irritable, loss of appetite, memory loss, all of that stuff, and bioaccumulation in heavy metals is a really, really bad idea. Also, parabens, these are preservatives that increase shelf life and all of these crazy things, and these are endocrine disruptors. Again, these are negative influences in the hormones in the body, which may accelerate the development of breast cancer in women. Again, the very thing that you're wanting to do to make yourself feel good and look good and then you're using this crazy stuff that shows up that may be causing you and accelerating your cancer risk. There's a whole host of other chemicals which I won't get into but those are the big ones. Things to change and wean yourself off. If it is a type of moisturizing, listen, with the skin, if you rely on things to help moisten then that creates issues down the line. So, jojoba oil is better. Sunflower seed oil is better.

[00:07:46] How to wean yourself off these products

Darin: Pigments that do not create accumulation, iron oxide, mica is good. Preservatives like Vitamin E is good, and there are a lot of natural products. There's something called Alima Pure Natural Definition Eyepencil, that's supposed to be pretty good. Lily Lolo Eyeliner, and a few others, but decrease your usage of eyeliners. I know women that I've never not seen them with eyeliner on. Think about that, you're going to sleep with it, you're not even taking it off sometimes and it creates further and further issues. Keep in mind again, that the skin around the eyes is super sensitive and thinner, so those chemicals are going directly in. Hey man, the natural look is in. Take care of yourself. Find yourself beautiful without all of this aesthetic overdramatization. Makeup is cool, I get it, it enhances, but there are natural ways to support your health and your skin and your eyes, so look out for parabens and preservatives, and look out for these compounds that cause cancer and are endocrine-disrupting. These BaK compounds, benzalkonium chloride, it's not good, known as a human skin immune allergen. This shows up and so much of the eyeliners, most of them, LEDs, again, parabens, endocrine disrupters, this carbon black, stay away. These are



ingredients to avoid. Support with your money, support with your education around this with supporting companies that are doing right and not giving up protection of you and the planet. In terms of environmental, everything goes in and gets flushed. So obviously, there's not a huge environmental impact to eyeliner, but every chemical that goes on your skin essentially gets washed off every day and goes into the water system into the soil and contaminates in endocrine disrupts our insects, our animals. So use your common sense. Don't put chemicals on your skin, you can find a way. So find your way and support great natural companies that have you in mind, rather than profits.

[00:10:34] Podcast Outro

Darin: That's it for today's fatal conveniences. Thank you so much for tuning in. If you want this valuable information in email form, you can sign up for my fatal conveniences newsletter at fatalconveniences.com. I send out an in-depth breakdown of what we covered in each episode every Monday after an episode airs. If you make any changes in your life or home from these episodes, I want to see them. Tag me in your Instagram posts and show me how you're avoiding these harmful products and making better choices. It's awesome to see the impacts these episodes have, and I love seeing how creative my audience is. Remember, small changes can have a big impact. Oh, and if you haven't had a chance to check out the interview I released earlier in the week, here's what you missed:

[00:11:36] Snippet - Finding Happiness Through Authenticity

Josh: At some point in your late 20s, you will cross what I call the invisible loser line. If you don't get your shit together, no one's gonna make an excuse for you because they're gonna go you know what, me too, but I figured it out. That's what they're gonna say. They're gonna be like, get in therapy, get a gym membership, get it together, bro, because we're all 30 plus here and nobody's had it easy. I don't want to make light of anyone's story and while I've certainly had my challenges, I know that I was spared in so many ways. I mean, I had one incredible parent who totally looked out for me. So I don't want to make light of some of the trauma people have dealt with. But it's all incumbent on us to sort of self-parent a little bit because even the best parents can't fill every single gap perfectly.