

what you DON'T Get Told!

Are you ready to LEARN the truth?

Think carefully about this ...

Once you KNOW you can't UN-know!!



Learn | Earn | Impact

WHY?

The LEARN EARN IMACT Crew are on a MISSION!

A mission to educate the as many people as possible about **seemingly harmless products** they are using every single day.

You are reading this because someone cares enough about you to share this with you.

The Intention of this ebook is to ...

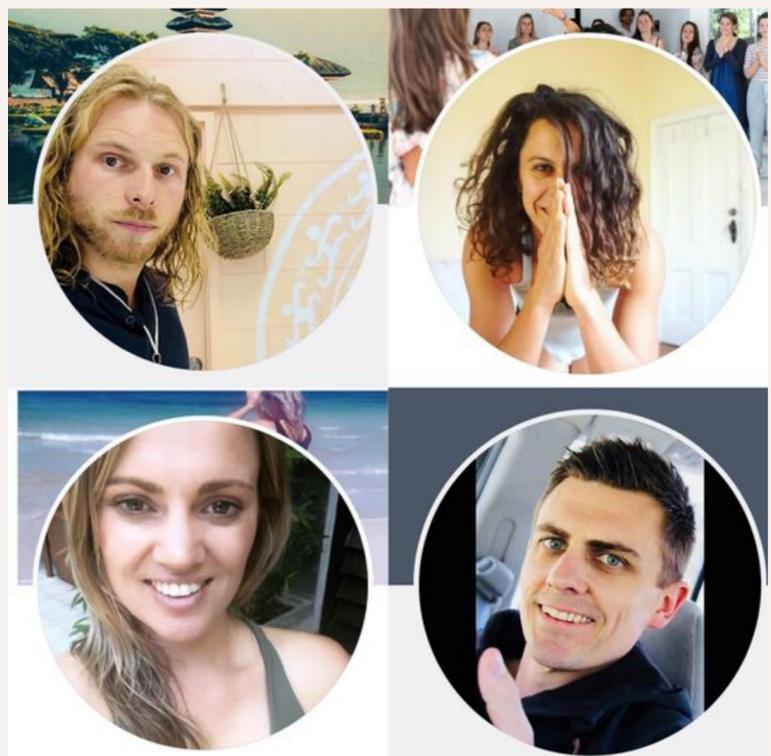
Educate you about the products you are likely using in your home!

Teach you why most mainstream products are so harmful.

Let you know what the companies **don't** want you to find out!

With Love

The Learn Earn Impact Crew



Learn | Earn | Impact

HOME AS YOUR SAFE HAVEN



We all have
the right to feel
safest in our
own home.

But unfortunately, many of us do not know the true extent of the harmful products we are exposing ourselves and our families to on a daily basis.

It starts with **education ... So Congratulations on taking the first step!**

This eBook may be one of the most informative things you EVER READ!

We have taken time to bring this to you with the intention of spreading the word on the dangers we all unknowingly face.

Topics we cover:

- > Think Dirty
- > Knowledge is Power
- > The Problem with Fragrance
- > Synthetic Fragrances & Air Fresheners
- > Dangers Lurking Under the Sink
- > Hair Care Products aren't always Caring
- > Offenders in Cleaning Products
- > A word on Deodorants
- > Toothpaste on the Table
- > Perfumes & Colognes
- > Where to from here?



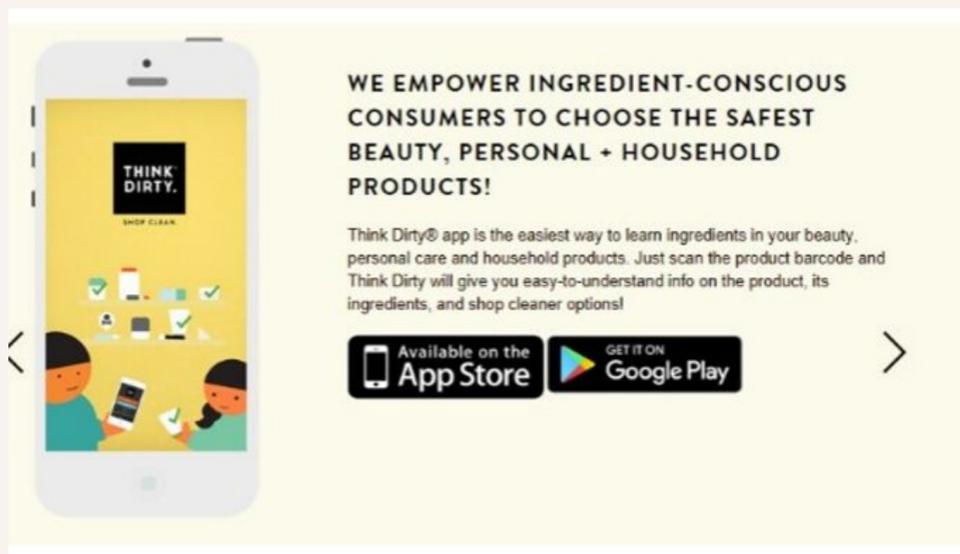
THINK DIRTY

We have a challenge for you ...

We want you to do something that will change your *whole approach* to self care, cleaning and fragrance. **We want you to Think Dirty!**

Your Challenge:

Head to your App or Google Play store and download the **Free** Think Dirty App.



This App allows you to view the ingredients in your Skin Care, Cosmetics, Personal and Household products and it gives you a rating out of 10 in terms of toxicity.

All you need to do is scan the barcode of your product and the list of ingredients will pop up with a rating for each one.

You can dive further into the harmful effects on your body by clicking on individual ingredients.

DIRTY METER™	DEFINITION
8 – 10	Product's ingredients have potential serious negative long term health effects
4 – 7	Product's ingredients have potential moderate negative long term health effects
0 – 3	Product does not contain any ingredients which have a documented potential negative health impact
N/R	Ingredients not yet rated

Next Step: Find as many beauty, cosmetic, personal care and cleaning products as you can in your home and get scanning!!

Bonus Points: If you want to dive even further down this 'BUYER BEWARE' rabbit hole, **we invite you to watch the movie 'STINK'** ... Available on Netflix.

KNOWLEDGE IS POWER

We would like to share with you some research...

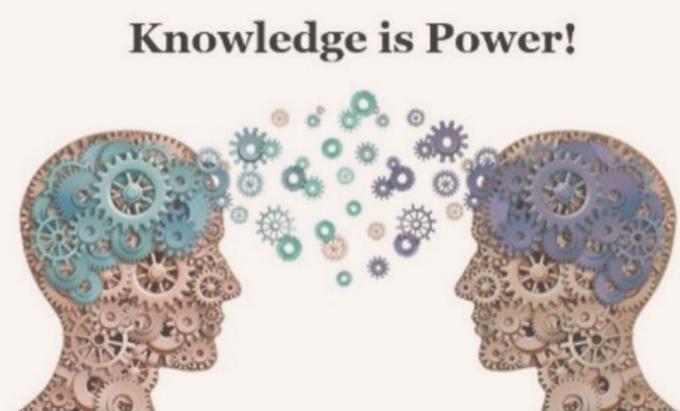
Over 150 chemicals found in the average home have been linked to allergies, birth defects, cancer and psychological abnormalities.

(Source: Consumer Product Safety Commission)

Of the chemicals found in personal care products:

- > 884 are toxic
- > 146 cause tumors
- > 218 cause reproductive complications
- > 314 cause biological mutation
- > 376 cause skin and eye irritations

(Source: United States House of Representatives report)



Over the last 20-30 years, as more toxic chemicals have been introduced in greater amounts. The level of toxins stored in adipose tissues (fat cells) of our bodies has risen.

Diseases that used to occur later in life are now appearing at younger ages, and diseases that were once considered rare, are more frequent.

287 chemicals were found in umbilical cord blood of newborns. Of these, 180 cause cancer in humans or animals, 217 are toxins to the brain, and 208 cause birth defects in animal tests. (Source)

In one decade, there has been a 42% increase in asthma: 29% for men; 82% for women, the higher rate for women is believed to be linked to longer exposure times to household chemicals.

(Source: Center for Disease Control)

There are no requirements of manufacturers to fully disclose what is in a product, and there is no regulation or enforcement.

Many of the chemicals used have never been adequately tested for their negative health effect, and almost none have been tested in combination with other chemicals.

Sadly, we (and our children) are the test dummies here!

UNFORTUNATELY ... IT'S A CASE OF BUYER BEWARE!

THE PROBLEM WITH FRAGRANCE

The problem with fragrances or “parfum” in products today is that these terms are not regulated by the government.



Did you know there are 3,163 ingredients behind the word 'fragrance'

(Source)

According to the Environmental Working Group (EWG), “When you see ‘**fragrance**’ on a personal care product’s label, read it as ‘**hidden chemicals**.’ A major loophole in FDA’s federal law lets manufacturers of products like shampoo, lotion, and body wash include nearly any ingredient in their products under the name ‘fragrance’ **without actually listing** the chemical.” (Source)

Isn't it crazy to think that companies can **sneak** ingredients and chemicals into our products **without telling us** what they actually are. (Source)

Most fragrances contain **phthalates** which are known **hormone disruptors**, and can lead to reduced sperm counts and reproductive malformations. They have also been linked to liver and breast **cancers**, and fetal exposure has been linked to neurological disorders including **autism** and **ADHD**.

What kind of products contain these chemicals?

Unfortunately, all kinds. This includes facial cleanser, after shave, moisturisers, hair care products, cleaning products, acne treatment, laundry detergents, perfumes and colognes, deodorant and dishwashing liquid to name a few. Basically, anything that has a synthetic smell.

Let's **ditch** the synthetic and conventional fragrances as much as possible, and replace them with **clean, high quality products**.

Synthetic fragrances and air fresheners most often contain a chemical class called phthalates.

The job of the **phthalate** is to make a fragrance 'sticky and long lasting' and the problem is that phthalates have been shown in many studies to be **endocrine disruptors**, that is, disruptive of our endocrine systems whether that be our sex **hormones**, **thyroid**, **adrenals**, **cortisol (stress hormone)**, and all other hormones.

In 2003, The European Union directive banned phthalates in cosmetics sold in Europe

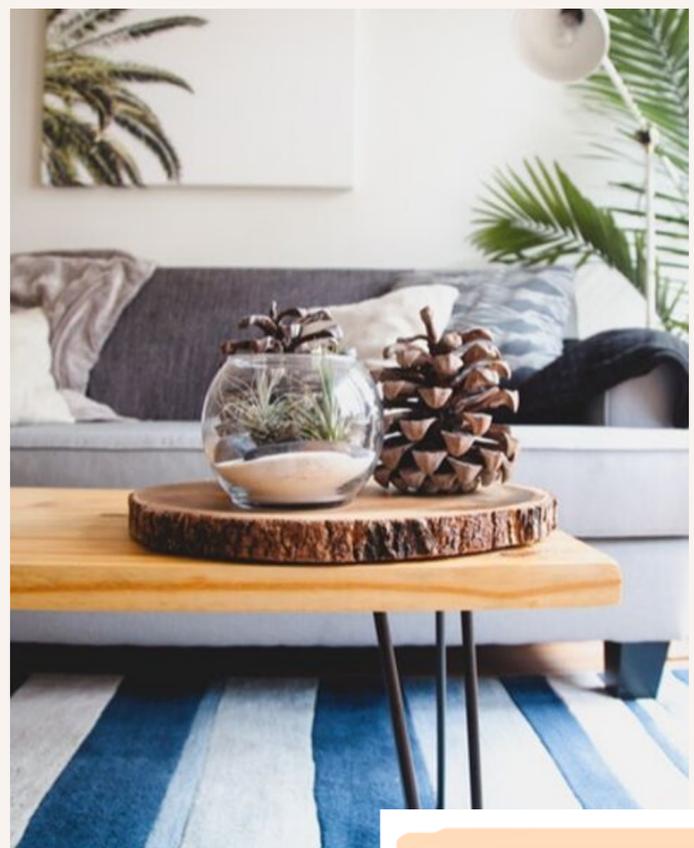
Why are Phthalates are so dangerous?

- > They're potent **hormone disruptors**.
- > They can **alter** the reproductive **development** of male infants and are associated with sperm damage in adult men.
- > They can cause increased risk of **pregnancy loss** and gestational **diabetes**.
- > Children exposed in early life can undergo **behavioural changes** and develop **allergies**.
- > They are linked to **early puberty** in girls and other **reproductive harms**.
- > They are linked to breast and other **cancers**. (Source)

Don't wait for our government to catch up ...

Take action for yourself!

Ditch the 'fake smells' from your home and start reducing your toxic exposure today!



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DANGERS LURKING UNDER THE SINK

what You Don't Get Told!



Liquid Dish Soap is the leading cause of poisonings in the home for children under the age of 6 with over 2.1 million accidental poisonings per year. (Source: Kay Hizer, Director of "Healthy Choices")

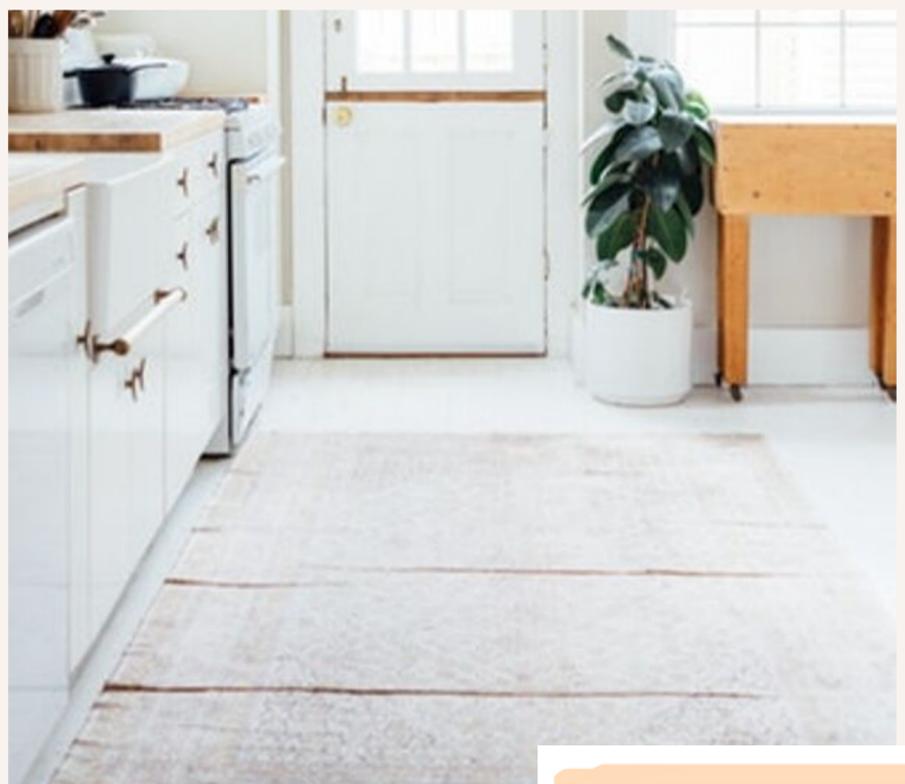
Most brands of dishwashing liquid contains formaldehyde, ammonia and Fragrance.

Formaldehyde is toxic by inhalation, by skin contact, and by swallowing. It is a recognised carcinogen.

Ammonia is toxic by inhalation, by skin contact, and by swallowing. Exposure to high concentrations can cause bronchiolar, and airway destruction resulting in **respiratory distress** or failure.

Fragrance as previously stated, can be a cocktail of various toxic chemicals, some of which are possible **Carcinogens**.

Clean, high quality products are an absolute MUST!



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HAIR CARE PRODUCTS AREN'T ALWAYS CARING

Shampoos and Conditioners often contain a lot of toxic ingredients.

Below are **five toxic ingredients** that are commonly found in shampoos and conditioners that we need to look out for.

Sulfates are harsh on the hair and scalp, so they can strip away that natural moisture that keeps your hair shiny and soft. On a deeper level, they may carry some **hormone-disrupting agents**. According to Natural Society, many sulfates contain traces of dioxane, a known **carcinogen**. Dioxane is also thought to **disrupt kidney function**.

Parabens are xenoestrogens, which means that they have a similar composition to hormones found in the human body. Xenoestrogens are thought to **disrupt hormones** and could even pose a **cancer risk**.

Fragrance - The term "fragrance" allows manufacturers to opt out of including a list of the ingredients used to create that fragrance. So really, if "fragrance" is listed on an ingredient list, there's **no telling what's in there**.

Triclosan is an antibacterial agent that's often added to personal care products as a preservative. Triclosan is thought to be an **endocrine disruptor**, which means it can be harmful in the same way as xenoestrogens. Triclosan has also been linked to **immune system problems** and **uncontrolled cellular reproduction**.

Polyethylene Glycol or PEG, is also thought to **interfere** with the body, and in particular with **human development**.

Makes you rather angry doesn't it?

You've likely used these types of products for years.

And although you can't change the past ...

You CAN make a positive change for the future! ... THE TIME IS NOW!

OFFENDERS IN CLEANING PRODUCTS

It's vital that we know exactly what is in our cleaning products, and how these ingredients are putting us and our family's health at risk.



Phthalates

Found in: Many fragranced household cleaning products.

Health Risks: Phthalates are known endocrine disruptors. Look for "Fragrance".

Triclosan

Found in: Most household cleaners labelled "antibacterial."

Health Risks: It can disrupt the immune system and accumulate in the environment.

Quarternary Ammonium Compounds, or "QUATS"

Found in: Most household cleaners labelled "antibacterial."

Health Risks: It can disrupt the immune system and accumulate in the environment.

2-Butoxyethanol

Found in: Window, kitchen and multipurpose cleaners.

Health Risks: It can cause narcosis, pulmonary edema, and liver and kidney damage.

Ammonia

Found in: Polishing agents for bathroom fixtures, sinks and jewellery; also in glass cleaner.

Health Risks: It can cause respiratory issues such as chronic bronchitis and asthma.

Chlorine

Found in: Scouring powders, toilet bowl cleaners and mildew removers

Health Risks: Chlorine can affect the eyes, skin and respiratory system.

Sodium Hydroxide

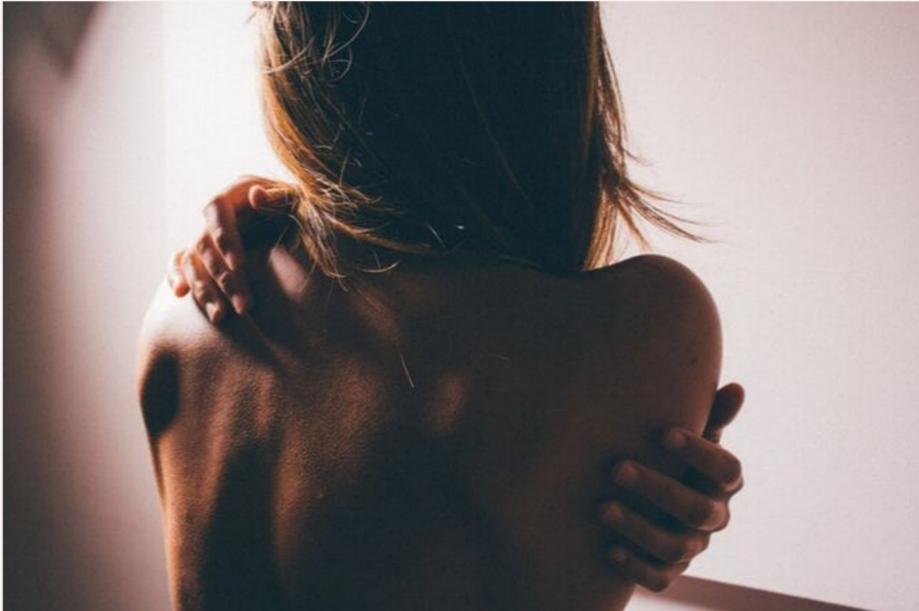
Found in: Oven cleaners and drain openers.

Health Risks: If it touches your skin or gets in your eyes, it can cause severe burns. Inhaling sodium hydroxide can cause a sore throat that lasts for days.



Let's not put our health at risk.
Let's ditch the toxic chemicals and move towards
high quality natural solutions

Your skin is the largest organ of your body and since it is porous, it absorbs whatever you put on it. So, if you are putting chemicals on it, they will be absorbed straight into your bloodstream.



5 hazards of using Mainstream Deodorant

The following ingredients are commonly found in mainstream deodorants.

Aluminium: Found mostly in antiperspirants (these stop sweat), the element has been linked to a number of health issues. They can cause **seizures, breast cancer, Alzheimer's** and **kidney disorders** to name a few.

Parabens: Found in many personal care items and are used as a preservative. They mimic estrogen in the body, thus **throwing off** the body's **hormonal balance**. This can cause early onset of puberty, increase risk of hormonal **cancers** and even **birth defects** in children.

Propylene Glycol: This is used to increase absorption and helps keep substances from drying out. Propylene glycol is a neurotoxin and **skin irritant** and can cause damage to your central **nervous system, heart, and liver**.

Phthalates: They help consistency of personal care products but increase the likelihood of **cell mutation** and **disrupt hormone receptors** which in turn increase the risk of birth **defects**.

Triclosan: An antimicrobial, it kills bacteria, fungus, and other microbes. However, in addition to being classified as a pesticide by the FDA and a **probable carcinogen** by the EPA, triclosan has been linked to a number of different problems including: disruption of the **endocrine system**, increased risk of **cancer**, and increased **hay fever** and **allergy** symptoms.

It's time to look for natural alternatives.
The risk of doing nothing is too great!

Who doesn't love that clean teeth feel ... But do you know that **many of the ingredients in mainstream toothpastes are, unfortunately, anything but 'clean'**



Let's look at the Ingredients in the bestselling toothpastes:

Triclosan has powerful antibacterial and antifungal properties, but it's also been linked to numerous **health problems**. Triclosan impedes the **thyroid gland**, and is likely an endocrine disruptor, and it may cause **cancer**. It is used in some of the most popular toothpastes.

Sodium Lauryl Sulfate is a common ingredient in toothpaste and another likely **cancer contributor**, sodium lauryl sulfate (SLS) is a surfactant that helps thicken toothpaste, and is responsible for its foaming action. There have been many studies showing that SLS may contribute to cancer, **teeth and gum problems, ulcers**, and many other health issues.

Fluoride is an endocrine disrupter that calcifies the **penile gland**, and can reduce thyroid and adrenal gland function. Fluoride increases **cancer risk**, causes damage to DNA, inactivates enzymes within the body, **accelerates aging**, disrupts the immune system, and should be avoided both in toothpaste and in water.

Sodium saccharin is a petroleum-derived chemical, added to make the toothpaste taste sweet. It is suspected of **reproductive and developmental toxicity**, and can cause rash and hives.

Diethanolamine (DEA) is in products that foam like toothpaste. It **disrupts hormones** and forms **cancer-causing nitrates**. Dr. Samuel Epstein, professor of environmental health at University of Illinois, states that repeated exposure to skin may lead to increased risk of liver and kidney cancers.

Microbeads Polypropylene, poly-e-terephthalate, and polymethyl methacrylateis are tiny pieces of plastic that are included in toothpaste as an abrasive. They help scrub plaque off your teeth, but they also damage tooth enamel and become lodged in sensitive gum tissue. They absorb both bacteria and chemicals and are believed to be **endocrine disrupters**.

Modern perfume is increasingly full of chemicals.

This is because companies can (and do) lump any number of chemicals into “fragrance” (whether or not they are really present for fragrance purposes) because fragrance is considered a trade secret and doesn't need to be disclosed. This means that companies can pour unsafe or untested chemicals into products and consumers have no way of knowing about it.

Manufacturers today use approximately **3,100 ingredients** in different combinations to create perfumes and fragrances. A report by the National Academy of Sciences found that **95% of chemicals** used in fragrances are derived from petroleum. **Let's look at 3 ...**

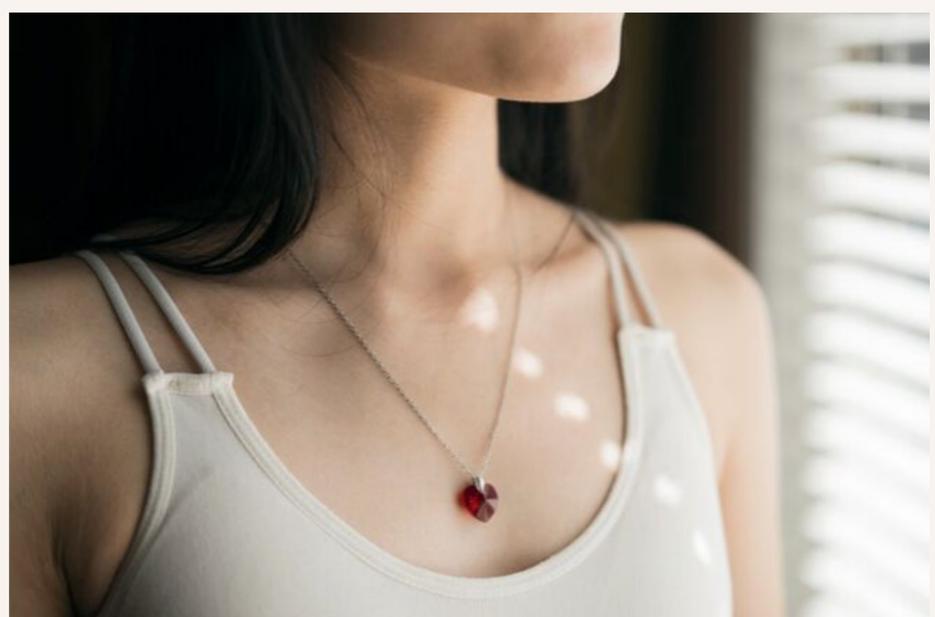
Phthalates - This chemical is linked to **autism, ADHD, and neurological disorders** and is banned in EU, Japan, South Korea, Canada, and China. Studies also link phthalates to cancer, endocrine disruption, and developmental and reproductive toxicity. Other studies link phthalates to sperm damage and altered genital development in boys.

Musk Ketone - This synthetic fragrance ingredient builds up in fatty tissue and breast milk. It's also suspected to cause **cancer** and is **toxic** to the environment.

Formaldehyde - is a known human **carcinogen** and the more we are exposed to it the bigger the chances of cancer.

These are just three of the 3,100 chemicals used

And we are spraying this straight onto our skin, and worst still, many women spray perfumes straight onto their thyroid gland ...
is there any wonder so many woman suffer hormone imbalances and thyroid issues.



WHERE TO FROM HERE?

Nothing Changes if
Nothing Changes!



ASK YOURSELF

Now that you **KNOW** ... Can you ever **UN-know**?
DITCH THE TOXIC CHEMICALS

You deserve better - Your children deserve better
We **ALL** deserve better

We want to help you and the person who
shared this with you **WANTS TO HELP YOU!!**

LEARN from them how to **EASILY** start replacing all the **toxic products**
in your home and give back to the world as you do!



*Together we create the change
We want to see in the world!*