

## **The Campaign for Safe Cosmetics and the *Not Just a Pretty Face: the Ugly Side of the Beauty Industry* Book Tour Reach Communities Across the US**

The past year has been a busy one for author Stacy Malkan and the Campaign for Safe Cosmetics team. As part of efforts to educate the public, companies and policy makers about the hazardous chemicals in personal care products and the need for safer products and smarter laws to protect our health from toxic chemicals, more than 45 safe cosmetics forums have been held in 30 cities across 13 states. Most of these events, starting in fall of 2007, have been part of the ongoing Campaign for Safe Cosmetics National Road Show and Book Tour to celebrate the launch of *Not Just a Pretty Face: The Ugly Side of the Beauty Industry*, a new book by Stacy Malkan (New Society Publishers, October 2007).



The book chronicles the history and victories of the Campaign for Safe Cosmetics, and tells the inspiring stories of the activists, scientists, business leaders and politicians who are working to shift the economy to safer, non-toxic products. This book is now in its second printing with more than 10,000 copies sold and recently won a [2008 Silver Medal IPPY \(independent publishers association\) award](#). The goal of the tour is to use the book as a grassroots organizing tool to

raise awareness about the problem of toxic chemicals in cosmetics, build relationships with local and state allies, and to engage people in taking action to shift the market toward safer products and to support health-protective policies.

To date, more than 3,000 people have attended tour events and learned about the connection between toxic chemicals and their impacts on our health and environment, local, state and national efforts for chemical policy reform and how to shift the market to safer production. The campaign has co-hosted and organized these events with local grassroots groups, state-based environmental health and justice organizations, universities, high schools, women's groups, nursing organizations, natural products companies and state legislators across the US.

The CSC team made their most recent stop in July at the San Francisco Public Library. A diverse crowd of more than 175 people, including many moms, teens, and women and men of all ages, attended the event and a lucky few were treated to green makeovers.

Our next event, entitled "What's Going On? Toxic chemicals in our toys, cosmetics and bodies" will be held at Southwestern Law School in Los Angeles on Sept. 11<sup>th</sup>. It will be hosted by actress Sarah Carter and will feature Stacy Malkan, Jane Houlihan of the Environmental Working Group, and Christopher Gavigan of Healthy Child, Healthy World. More than 300 people have already RSVP'd to attend this event. For more information and to RSVP for this event, or to learn about future events, the book and the Campaign for Safe Cosmetics, please visit [www.safecosmetics.org](http://www.safecosmetics.org) and [www.notjustaprettyface.org](http://www.notjustaprettyface.org).