INGREDIENTS UNDER FIRE

NEW INGREDIENT SCRUTINY IS SHAKING UP THE CPG LANDSCAPE

The U.S. is beginning to **crack down on ingredients** once widely accepted in cosmetics, food, and personal care products

BEFORE

THE FDA BANNED
15 Cosmetic chemicals (less than 1%)

EU BANNED
1,300+ Chemicals

80+ COUNTRIES have stricter safety rules than the U.S.

ESTIMATED COST INCREASES

AFTER

PRODUCT DEVELOPMENT $450K–$1.2M per launch

COMPLIANCE ~$240K annually

LABELING & TRACKING $10k - $80k per product

ARE THESE INGREDIENTS IN YOUR PRODUCTS?

Brands that **act early** can lead in trust, transparency, and market readiness.

Those that **don't risk** recalls, reformulation costs, reputational damage, and consumer loss.

INGREDIENT	WHY	FOUND IN
Red Dye No. 3 (Erythrosine)	Linked to behavioral issues and classified as a carcinogen. Banned in food and beverage production by many countries.	Lipsticks, blush, candy, baked goods, yogurts, ice cream, soft drinks, energy drinks, some supplements.
Formaldehyde & Formaldehyde-Releasing Preservatives	Known carcinogen.	Nail hardeners, hair straighteners, some shampoos, eyelash adhesives, alcoholic beverages.
Phthalates	Endocrine disruptors linked to reproductive harm and hormone imbalance.	Perfumes, lotions, deodorants, hair sprays, nail polishes, canned goods, dairy, fast food, infant food, meats.
Parabens	Suspected endocrine disruptors; linked to hormone-related cancers.	Skincare, moisturizers, shampoos, conditioners, sunscreens, beer, soft drinks, sauces, jams, ice cream, processed vegetables, syrups, cereal-based snacks.
PFAS (Forever Chemicals)	Environmental toxins are associated with cancer, immune dysfunction, and developmental issues.	Waterproof mascara, foundation, long-wear lipsticks, nonstick food packaging.
Toluene	Linked to nervous system damage and reproductive toxicity.	Nail polishes, adhesives, hair dyes.
Synthetic Fragrance Compounds	Often allergens, hormone disruptors, and respiratory irritants.	Perfumes, body sprays, scented lotions, cleaning products.
Other Artificial Colors	Red Dye No. 40, Yellow No. 5, Yellow No. 6, Blue No. 1, Blue No. 2, and Green No. 3 are under scrutiny and face potential restrictions.	Food and beverage products are marketed towards children.
Potassium Bromate	Potential carcinogen and banned in several countries but still permitted in the US	Strengthen the dough in baked goods.
Brominated Vegetable Oil (BVO)	Linked to nervous system and reproductive issues and banned in some states and countries.	An emulsifier in some beverages.
Titanium Dioxide	Banned in the EU due to concerns about potential DNA and chromosomal	Some candies and baked goods.
Azodicarbonamide	Forms carcinogenic byproducts during baking and is banned in the EU.	Whitening agent in flour and a dough conditioner.

IMMEDIATE RISKS

- Reformulating products will require **new R&D investment**
- Global alignment is needed to match **stricter EU standards**
- Brands will be required to **disclose allergens** and **report adverse reactions or face recalls and penalties**
- **Reputational damage** that could spark backlash and hurt brand trust

IS YOUR BRAND TAKING ACTION?

- **Audit** your ingredient lists now
- **Monitor** both regulatory changes and influencer-driven consumer sentiment
- **Prioritize** ingredient transparency and safety claims
- **Reformulate** products with at-risk ingredients

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