

BEAUTY STANDARDS

WHOLE
FOODS
MARKET

banned ingredients
180
and counting

+

3+
decades
of ingredient
standards

+

3

of the things
we consider in
assessing ingredients

- Efficacy
- Safety
- Environmental impact

5

examples of ingredients we **ban**

- ✗ Parabens
- ✗ Phthalates
- ✗ EDTA
- ✗ Formaldehyde-releasing preservatives
- ✗ Triclosan

Beauty and body care
products making an organic
claim on the label
must be
3rd-party certified.

We **do not allow** animal testing of body care and beauty products.