

# BEAUTYCOUNTER

August 21<sup>st</sup>, 2017

Assemblymember Bill Quirk  
Environmental Safety and Toxic Materials Committee Members  
Oversight Hearing on Proposition 65  
California State Capitol Room 444

## RE: California Business Support for Consumer Safety Provisions Outlined in Proposition 65

Dear Assemblymembers:

Thank you for the opportunity to provide comments today about the Safe Drinking Water and Toxic Enforcement Act (Proposition 65).

Beautycounter is a California company, based in Santa Monica. Our mission is to get safer products into the hands of everyone, delivering skin care and beauty products that are formulated with safer ingredients, while never compromising product performance. One of our company's core principles—transparency—is a guiding light for our product formulations and is also a large part of why we've enjoyed tremendous growth over the last four years.

Since our company launched in 2013 we have sold over five million units of safer personal care products, attracted high profile investors, all the while enjoying double digit growth year after year.

The transparency on which our company is based is similar to Proposition 65, which is being discussed in your committee today. We have identified a list of approximately 1,500 harmful or questionable ingredients that we will not use in our products. Instead we develop safer ingredients and formulations that our customers can trust. One of the tools that has been critical in understanding which chemicals to avoid and safer alternatives is Proposition 65.

Beautycounter is a successful company, but is not alone. In fact, the safer and natural personal care sector has been identified as the fastest growing sector of the personal care industry. Consumers want, and are willing to pay for, cosmetics that do not contain hazardous ingredients.

California's robust and successful economy is based on innovative companies, including Beautycounter. California's government has created a framework in which innovation is encouraged and nurtured. We are proud to be located in a state that shares our commitment to transparency.

We believe that clear information is one of the most important factors in any purchasing decision. Please continue to allow California consumers and businesses to have access to important consumer safety information outlined under Proposition 65.

Sincerely,

Lindsay Dahl  
VP, Community Affairs  
Beautycounter